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PERIODICAL COLLECTION



The time for Newspaper Advertising is Now. Though trade be dull, though conditions be unfavorable, though competition be fierce, whether others use it or neglect it—the fact remains that Newspaper Advertising is the modern way to obtain and maintain business, and the time to use it is Now.

The best way to use it is a question many times solved through and by

N. W. AYER & SON

NEWSPAPER ADVERTISING AGENTS, PHILADELPHIA Digitized by



# PLEASES THE PEOPLE

Old and young, men and women, boys and girls of all classes, conditions and callings, find in it exclusive, original and interesting matter which specially appeals to their tastes and wants. That's why it regularly penetrates over one million and a quarter homes. And that's why **Comfort pleases the people.** 

# PAYS THE ADVERTISER

Its unique prize features cause it to be not only read, but re-read, studied and preserved for frequent future reference. That's why announcements in its columns continue to yield profitable returns long after their appearance. And that's why Comfort pays the advertiser.

SPACE direct or of agents. Home Office, Augusta, Maine: Boston, John Hancock Building New York, Tribune Building.



Entered at the Post Office at New York as second-class matter.

VOL. X.

H. C. Brown, President.

P.

MARCH, 1895.

No. 1.

Published by THE ART IN ADVERTISING Co. 80 FIFTH AVENUE, NEW YORK. CHICAGO OFFICE, NEW YORK LIFE BUILDING. LONDON OFFICE, 45 HOLBORN VIADUCT.

> E. L. Sylvester, Editor. Copyright. All rights reserved.

ISSUED ON THE FIFTH OF EVERY MONTH. ONE DOLLAR A YEAR IN ADVANCE.

### INFRINGEMENTS

O good article has ever yet been introduced that has not been followed at once by a host of imitators. If the article happens to be one of these Yankee notions which are patentable, woe betide the luckless advertiser who goes ahead on the assumption that the Government has granted him a patent of value. He will soon find to his sorrow that the Patent Office is simply an organization for the protection of thieves. Patents are granted promiscuously and with a rapidity born of an insatiable appetite for the fee. But in nine cases out of ten the slightest change will allow the imitator to step in and render your patent worthless. And the same is true of trademarks, etc., etc.

The utmost care, therefore, should be adopted at the start to adopt either a trademark or a name that can be absolutely protected. Such a thing is possible. Two recent decisions illustrate this point.

In the case of Richardson & DeLong Brothers vs. DeLong Hook and Eye Co. the court de-

cided that the firm of Richardson & De Long Brothers have absolute right to the firm name of DeLong so far as it applies to the business of hooks and eyes. One Oscar A. DeLong organized a company for the same business and called it the DeLong Hook and Eye Company, and on their stationery, billheads, etc., the words DeLong Hook and Eye Company and other phrases were used which were clearly meant to confuse the public and cause injury to the plaintiff. This is only one of recent decisions made in favor of the plaintiff where attempts have been made to mislead the public by the adoption of a name exactly similar and rightfully borne by the defendant. The law evidently takes cognizance of the intent as well as the fact.

But the law is variously applied. The Butterick Publishing Company, manufacturers of paper patterns, own a periodical called the Delineator. Another company starts up, in the same business, also with a periodical. The whole aim of the latter is to compete with the Delineator. So the new comers style their paper the Standard Delineator. Suit was brought by the Buttericks, but the courts decided that no protection could be afforded to a word that was the common right of all men. The title of Butterick's paper happens to be a word in the dictionary, hence unprotectable.

Here are two cases precisely the same, and yet the decisions are wholly different. The sole reason for using the word Delineator in the latter case is because of its association in the minds of women with paper patterns. In that connection it has a decided value. It is with an idea of sharing in that value that the defendants adopt the same name, all argument to the contrary notwithstanding, but in this the law upholds them. If the Buttericks in the first place had coined a word it would have been protectable. Listerine is a coined word, so is Pearline, etc., etc.

The value of an advertised article depends much on the thoroughness with which competition has been overcome. The scheme of the pirate is to come as near your methods, etc., as he possibly can and reap what advantage is possible from your advertising. If you leave a loophole open so that he can imitate you dangerously near, then the situation is painful. But protect your names, trademarks, etc., etc., advertise well, and the imitator can only at best get the crumbs that fall from your table. And the man who must go through life always crying "Mine is just as good" is not to be envied. There is nothing that takes the place of acquaintanceship either among goods or men.

THE late S. M. Burroughs, of the well-known English firm of Burroughs & Wellcome, whose death at Monte Carlo last month, after an illness of only forty-eight hours, came to his friends with all the proverbial suddenness of a thunder-bolt out of a clear sky, was well remembered in New York, where he had formerly resided.

Both Mr. Burroughs and Mr. Wellcome were young men with the great drug house of McKesson & Robbins. They entered the English field with an idea of building up a business in pharmaceutical preparations, and succeeded far beyond their expectations. Mr. Burroughs was on his way to India on a brief visit at the time of his sudden demise.

# THE MONETARY CRISIS IN CON-GRESS.

THE tendency of business toward a speedy revival is plainly apparent, and in spite of the wretched condition of affairs in Washington, the probability is that commerce everywhere will soon be in a normal condition.

But the situation at Washington cannot be regarded otherwise than with apprehension. The friends of popular government may well view the future with dismay. The spectacle of a great nation being forced to pay an extra ½ per cent. on a loan, as a result of partisanship, is calculated to make the most ardent American blush for his country. The standard of intellect in both Houses of Congress, instead of advancing with the general intelligence of the country, is constantly declining. It would be difficult to imagine a more rascally set of incompetents than the Democrats under Wilson, or the Republicans under Reed. As for the miserable Populists, they would be tolerated in no other country under the sun.

License is not liberty. There is more real liberty in monarchical England to-day than is dreamt of in this glorious land of the brave and home of the free. In no other country would the legislators dare to squander sixteen millions of the people's money in a childish attempt to "get even" with an executive of the government. In no other country would they be allowed to trifle with the nation's credit and destroy the business of the country, because it interfered with their own selfish interests.

What is needed is a law repealing the franchise among the ignorant classes. It is well enough to berate the business man for his indifference. But, except on rare occasions, he is no match for the hoodlums and bar-room loafers who are instrumental in sending most of our lawmakers to the Capital. This idea of universal suffrage is a beautiful one, but it doesn't work. If it is right to tax people who are smart enough to make \$4,000 a year, and over, it is just as right to give them something for their money. And that can be done by taking away the vote from those who haven't brains enough to make \$4,000. Why not?

But probably the most practical thing to do is to watch the nominations right along and vote for the man, not the party. Reed had a right to support the gold measure last week. He proved conclusively that the Republicans have no longer the patriotism that gave them their reputation. The country seems disposed to give them back their lost power, but the close student of public affairs can easily see that such confidence is sure to be misplaced.

Business will never be what it ought to be till a better set of men find their way to Washington.

# THINGS WELL DONE.



HE Bowker Fertilizer Company sends out a booklet in behalf of Bowker's Lawn Dressing. It is printed in beautiful clear type on heavy paper and is illustrated by half-tone repro-

ductions in two colors, showing various public parks, private lawns, etc., which have been beautified by means of the odorless lawn dressing. The press work is by Geo. H. Ellis, Boston.

THE Sunset Seed and Plant Company, of San Francisco, send their annual for '95. The color work of the covers is daintily handled, the front showing a floral design and the back a group of vegetables. The book is fully illustrated and most complete in all the details so dear to the heart of farmer, gardener and florist.

THE J. C. Blair Company of Huntington, Pa. (manufacturing stationers), calls our attention to some tablet covers turned out for their own use. The printing is in two colors and the effect is very handsome.

UNDER the general heading, "Some Necessities of Good Living," Scribner publishes the following insets, each carefully prepared and illustrated:—Germea, The F. A. Ferris' Hams and Bacon, Milkine, Runkel Brothers' Chocolate, The Pleasant Valley Wine Company, Royal Baking Powder and Tobasco Pepper-sauce. The idea of grouping the insets in this way is a good one.

- " HAVE you anything to sell that people really want?"
- " If you have, the matter inside will interest you."

So speaks Mr. William B. Jones on the front cover of his tasteful booklet addressed to advertisers. The matter is brief and bright, the illustrations well drawn, and the page of testimonials convincing. There are several reprinted advertisements showing Mr. Jones's style of work—or at least one phase of it.

A SAMPLE of the Fox Automatic Tape Band, for office use, has been received, and strikes us as being an unusually good thing of its kind.

A SERIES of street car signs for the De Long Hook and Eye has been issued by the Geo. S. Harris Press, of Philadelphia. The illustrations are selected from "Mother Goose," the ever-popular, and are very gay and amusing. "See That Hump" is of course the burden of their song, and in most of the designs the hook and eye is prominently displayed. The colors are bright and the drawing good. The signs ought to make an impression.

THE GRAND RAPIDS CYCLE COMPANY has issued a catalogue for '95, in the interest of their "Clippers." The front cover design is very attractive. The illustrations are confined to cuts of the various wheels, and views of the factory. A neat-looking catalogue throughout. Presswork by U.C. Eng.-Ptg. Company, Grand Rapids.

KLAUSNER & Co.'s neckwear catalogue (Winthrop Press, New York), is an excellent thing of its kind. It is fully illustrated by half-tone reproductions from photographs of the different styles of ties, is printed on good paper, and is thoroughly businesslike in every way. The catalogue has reached its sixth edition.

THE SIMONDS (SAW AND KNIFE) MANUFACTURING COMPANY, Fitchburg, Mass., announces that it will issue quarterly reproductions, by a new process, from noted modern paintings. One of these pictures, minus a title, but representing a jolly old fisherman at work under an umbrella, in a pouring rain, has reached our desk and strikes us as being a very good thing. Whatever the new process may be, the resulting effect is that of an etching. These pictures are to be sent on demand, (and receipt of thirty-two cents in stamps.) to any one using the Simonds saws or machine knives.

Puck issues a twelve-page pamphlet for distribution by newsdealers—the name of the latter to be printed at the bottom of front page, The covers are printed in color. Samples of Puck jokes and illustrations and a quantity of first-rate advertising matter fill the inside pages.

THE WERNER COMPANY, publishers, sends

samples of some Napoleonic advertising. A poster in colors announces their book on Napoleon, by John L. Stoddard, while a smaller sheet gives a fac-simile reproduction, in color, of the book cover. This is attractive advertising matter.

THE REMINGTON BICYCLE catalogue for '95 is built rather for business than beauty, although the cover design in gold, cream and white is very good. The illustrations show the different machines and parts used in construction. The back pages are devoted to a complete price list of bicycle belongings. The credit of the clean presswork belongs to Jenkins & McGowan, New York.

J. E. Ditson & Co., of Chestnut street, Philadelphia, evidently favor the folder idea in advertising their musical goods, books, instruments, etc. The samples received are well prepared, but the ones printed on red would be more attractive on white or light-tinted paper. Red paper, although frequently used by advertisers, is rarely satisfactory in effect; the type, if small, doesn't show up well, and it is difficult, too, to obtain good reds. The little folder on white paper, with half-tone designs on front cover, is much more pleasing.

THE COLUMBIA BICYCLE catalogue is, indeed, a thing of beauty. We have no fault whatever to find with it. The cover is "immense," the pictures charming, and the make-up artistic. Bartlett & Co., of New York, printers.

An attractive souvenir booklet is that issued by the Bryant Electric Company, of Bridgeport, Conn., and Chicago, containing, so the title-page informs us, "Stories that we have told or heard before" (presumably chestnuts). The stories occupy about fifteen pages in the first part of the book, the remainder being devoted to the company's advertising. There is something very inviting in the make-up and general appearance of this little pamphlet, which will insure its being kept and read. Presswork by Skeen, Aitken & Co., Chicago.

Mr. C. L. Dering, of Chicago, sends a dainty circular containing some pertinent remarks on coal.

THE MICHIGAN STOVE COMPANY issues a large four-page folder, setting forth the virtues of their "Siphon Oak Garlands." The printing is in two colors, and well handled by the Matthews-Northrup Co., of Buffalo. The Michigan Stove Company sends also a very large circular addressed to merchants and dealers and devoted to talk about their swinging "Garland" trade-mark sign.

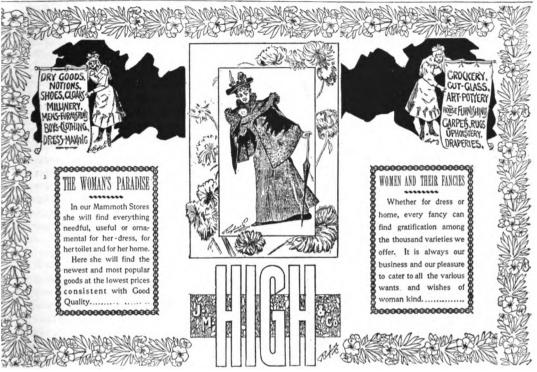
It would be hard to find a more dainty, all-around attractive advertisement than the half-page announcement of Reed & Barton, silversmiths, which appeared in *The Outlook* of February 23.

"A YEAR'S WORK AT FORDHAM FARM" is another of the interesting books issued by W. Atlee Burpee & Co., Philadelphia. Mr. Burpee would much rather his customers could visit this delightful farm in person, but as that is not possible for most of them, the next best thing is to give them some idea in book form of what they are missing. The beauties and other interesting features of the seed industry, are more than suggested in the excellent photographic views of this vast place. It makes one long to go see it all for himself. And then there are some chapters devoted to the live stockpoultry, cattle, puppies, etc. The book can be had for ten cents ordinarily, but to any planter who wishes to consult it with a view to business. it will be mailed upon receipt of two 2-cent stamps.

THE Valentine Number of *The Atlanta Journal* is also the "Woman's Edition," an affair of forty pages, or more, profusely illustrated and carrying a large amount of advertising. The list of editors (*pro tem.*) and sub-editors, is a long one, but there is no indication that too many cooks have spoiled the broth.

Among the leading advertisers represented may be mentioned The Plant System to Cuba and Florida (full page), The Potts-Thompson Liquor Company (full page), The Conover Piano (W. W. Crocker, manager), A. L. Delkin & Co., jewelers; Fairchild Bros. & Foster, N. Y.; The Washington Life Ins. Co. (Thos. Peters, Southern manager), George Muse Clothing Company. The Globe Shoe and Clothing House, Chamberlin.

THE ATLANTA JOURNAL: SATURDAY EVENING: FEBRUARY 16: 1895.



A SPECIMEN OF ATLANTA ADVERTISING.

Johnson & Co., dry goods; The Gas Stove Office, The Hotel Aragon, Atlanta; The Atlanta Lumber Company, Stearns Manufacturing Company, of Erie, Penn.; A. K. Hawkes, optician; J. M. High & Co. and Douglas, Thomas & Davison.

THE J. B. WILLIAMS COMPANY produced a very good advertisement in their three-paneled folder printed in colors. The picture of the old barber clipping the boy's hair, makes an attractive inner page, while the outside panels show cuts of the Shaving Soap and a supposable scene in Egypt, respectively. From the press of Sackett & Wilhelms, New York.

THE catalogue of The Walter A. Wood Mowing and Reaping Machine Company, of Hoosic Falls, N. Y., is a book of about forty pages, with colored cover and innumerable illustrations. The double-page view of the factories, which cover

eighty-five acres of land, constitutes, we should think, about as fine an advertisement as the company would require. There is also a page showing the many medals which have been awarded the Wood machines in various parts of the world.

PARKER, HOLMES & Co., Boston, call attention to their publication *The Shoe Merchant*, which appears in new form. The paper looks interesting and prosperous, and contains a number of well-prepared advertisements. In its editorial columns the publishers invite criticism, with a view to improving their publication.

A HANDSOME souvenir book entitled "Gems of the Granite State" is issued, with the compliments of the Agricultural Department, and consists of many full-page photographic views of New Hampshire scenery, together with a complete list of its summer resorts, names of hotels, hotel proprietors, price of board, and goodness knows what else! The title-page bears no less a distinguished imprint than that of Edward N. Pearson, Public Printer.



AN ATLANTA ADVERTISEMENT.

"THE AMERICAN NEWSPAPER ANNUAL" for 1895, published by N. W. Aver & Sons, of Philadelphia, is a book of nearly fifteen hundred pages, including those devoted to advertisements. It is a carefully prepared list of newspapers and periodicals published in the United States, Territories, and Dominion of Canada, with valuable information regarding their circulation, issue, date of establishment, political or other distinctive features, names of editors and publishers, and street addresses in cities of fifty thousand inhabitants and more, together with the population of the counties and places in which the papers are published. To this are added descriptions of the railroad, telegraph, express, and banking facilities of every place in the United States and Canada in which a newspaper is published, and other matter of interest and value.

"G.W.—hys Birthday as Celebrated by ye P. C. Darrow Printing Co., Chicago," is the somewhat elaborate title of a bright little folder issued by the printing company above mentioned. A card which accompanies the folder explains to us that the type used thereon is a fac-simile of that cast and used in London in 1630; and states, furthermore, that for their front page, the Darrow Printing Company owes apologies to Aubrey Beardsley, Will Bradley and others, with the reminder that there are others besides them in the "fin de siècle" business.

A. Carlisle & Co., manufacturing stationers, San Francisco, are sending out a rather unique booklet inclosed in a more unique envelope, and containing a collection of testimonials from various public officials who, being about to retire to private life, feel called upon to express their satisfaction with the treatment received at the hands of this company and their kind intention of recommending its goods to their respective successors.

S. H. MOORE & Co., publishers of the Ladies' World, have collected in booklet form, under the title of "Good Advertising," a number of advertisements, reduced in size, which have appeared in recent issues of their magazine. The makeup is very neat and attractive.

# CHICAGO LETTER.

HE proprietory medicine people are taking Chicago by storm just now. Munyon and Paine's Celery Compound are using most space, followed by Warner's Safe Cure, the lovely Lydia, Hood, etc.

Munyon is making a great success of it, one little west-side druggist having confessed to six calls a day. At an average of one call a day the 2,500 or 3,000 druggists in Chicago should be making big sales for the "Professor." I hear that Munyon is now spending his advertising appropriation at the rate of nearly \$000,000 a year.

Lydia Pinkham and Hood, I notice, and perhaps also some of the others which I haven't noticed, are running different copy for each morning paper they are in on the same day. This may be chance or it may be intentional. If it is intentional I think it is a great deal of trouble wasted, that's all.

I haven't seen a good-looking advertisement in any of the Chicago papers for a month, bar some of the dry goods announcements, which are neatly set up, but dryly worded.

I will make another exception, and that is the small ten-line Pozzoni cards which, I believe, Lord & Thomas are putting out. I reproduce one, but there have been others even better.

# TO THE YOUNG FACE

Pozzoni's Complexion Powder gives fresher charms, to the old renewed youth. Try it.

For instance one, which has been running in my head for a long time, began "I like my wife" and goes on "to use Pozzoni's," etc. This is a good one, for I have been thinking of that fellow who "likes his wife" ever since, and so have a good many women I am sure.

Here is another dazzler from the Santa Claus expert.

J. L. Stack & Co. are slashing around in the Chicago field. They have lately taken the Kirk contract. This is the Jas. H. Kirk & Co. soap business. During the World's Fair they ran a series of very clever daily cartoons on the topics of the hour, and got themselves and their advertising well talked about.



During the depression they quietly dropped out, but are now going to begin again. Stack have a contract to cover the whole country. Somebody told me they took the contract for \$300 lower than the lowest bidder, and one of the competitors was quite certain they were "losing money on it." Such is life.

Stack & Co. have been taking some very tidy contracts lately. They are running the Munyon business in the West, which, in Chicago alone, comes to about \$6,000 a month. They have also closed a contract with McCoy & Wildman, the catarrh specialists, for \$100,000 worth of advertising, and they took the Swift & Co. business some time back; so they are "coming on, thank you."

Shrage's \$1,000,000 Rheumatic Cure is skipping

around in all sorts of mediums, in a haphazard kind of way. The \$1,000,000 applies to the price supposed to have been paid by the company to the poor, but honest, German druggist who invented the stuff. It is put up well, but indifferently advertised.

Browning, King & Co. have blossomed out with "ems" and dashes into advertising space again. Their advertising this time is not, as I think, as good as it was before, and it never was more than an inch above the ordinary. They now use five or six inches, double column, illustrated by men in tight coats and concave pants, and youths, with fat calves, in combination suits.

The only clothing advertisements in Chicago worth reading are those of Rogers, Peet & Co.

I don't know how it is, but Chicago advertisers are a very hard lot to "swing." It is like pulling teeth to get some Chicago advertisers to pay for having their matter prepared, and to get them to branch out and become "general advertisers," in the fullest sense of the word, is very, very hard.

Talking this over the other day with a veteran advertising man he told me his experience fully coincided with mine, and that he thought Chicago people were very backward in their advertising.

This is a hard thing to have to say of one's fellow-citizens, but it's the truth, and why it is I can't say. We're all great hustlers. Why don't we hustle in our advertising?

It is your business you want to advertise; not yourself. Don't use up valuable space in telling the people how smart you are, or by the publication of your photograph. There may be exceptions to this rule, but it's best to be on the safe side. Let the public know how good your business is, and they will know as much about you, personally, as is necessary.

A RECENT Pear's Soap advertisement publishes a letter from a lady, setting forth the opinion that the above commodity has had about all the advertising it really needs; that it can well afford now to rest, upon its laurels, secure in the world-wide reputation already won. We can only hope that the Pear's Soap people will not undertake the experiment. For just what length of time an article could "keep going," through the impetus derived from a few years of successful advertising, should such advertising be suddenly withdrawn, would be hard to say; but it

probably wouldn't be long. The best proof we have of the necessity of advertising, no matter how popular or widely known an article may be, lies in the fact that the oldest established firms, after depending for years on a reputation, secured when competition was not so fierce, have found it necessary to join the ranks with the new-comers in the advertising field. Take the piano companies, for instance, and you will find the most conservative of them in the thick of the conflict. now and then you run across an advertisement that seems like a voice from the past; an article familiar to you years ago, and long since dropped from mind, bobs up serenely on the billboards or in the columns of the papers, with a plea for patronage on account of being a veteran.

The other day I saw the gorgeous up-to-date placard of a soap that I used to ask for at the grocery when I wore knickerbockers—and that was so long ago that I don't dare sign my name to this article. I hadn't heard of it for years, and now it is in the field again hustling with the others.

You can rest assured that there is no article so well known that it can afford to stop advertising, and hope to live and prosper on its reputation.

"DEFER not till to-morrow to be wise,"
Make up your mind, to-day, to advertise.

THE certificate of incorporation of the Siegel Construction Company was filed yesterday in the office of the County Clerk. The company has a capital stock of \$1,000,000, divided into 10,000 shares. It is organized to buy, sell, and improve land and leasehold property in this city, and to construct, rent, and let buildings. The directors. of the company are: Gerson Siegel, William Rose, Gibson Putzel, and Adolph Lewisohn of this city, and Henry Siegel of Chicago. company is organized as a result of the large purchases of property recently made by Lawyers Rose and Putzel in behalf of Henry Siegel and others of Chicago in the block bounded by Eighteenth and Nineteenth streets and Fifth and Sixth avenues, where a large department store is to be built.—Sun.

SUBSCRIBE for ART IN ADVERTISING, \$1.00 per year, in advance.



Absolutely Pure

## THE GIMBEL-WANAMAKER ADVERTISING.

To the Editor of ART IN ADVERTISING.

SIR: Your February article on Gimbel Brothers' advertising needs a bit of correction.

- (1) I am said to be writing it; which is not true. I started it October 2 and continued twenty-three days.
- (2) Not one word of "duel" appeared in my advertising. I don't know what has happened since.
- (3) I am quoted as saying that I "made" Mr. Wanamaker; when or where not stated. I am sorry to have such tales told; there's nothing in 'em.
- (4) "Mr. Powers' openly expressed contempt for Mr. Wanamaker and Mr. Wanamaker's ways of doing business are notorious." Nothing in that, too. The "ways of doing business" attributed to Mr. Wanamaker were mostly derived from me; the chief "way" (your money back if you want it) dates (London, 1867) back of my Wanamaker service (Philadelphia, 1880). Mr. Wanamaker saw it and used it in clothing in 1871. I don't know when he began to use it in dry goods.
- (5) "Despite Mr. Powers' wholesale contempt for everything connected with Wanamaker, unbiased judges are free to confess that the Wanamaker combination is one of the wonders of the day, etc." Wanamaker's was an excellent store with some defects when I knew it (1880 to 1883 and 1884 to 1886); I suppose it is yet.
- (6) You say Gimbel Brothers "succeeded an old established firm," but "are themselves new-comers." No, they didn't. They bought out two bankrupt firms with nothing established about them except their failure.
- (7) You say "the final outcome will be watched with interest by merchants everywhere. Should Mr. Powers succeed in even establishing the Gimbels within a reasonable time where they can take care of themselves, it would be admitted as a wonderful achievement." I stated in Gimbel's advertisement, October 3, that we had a big store (it is as big as Strawbridge & Clothier's on the next corner and as big as Wanamaker's was in 1880), full of new goods, with nearly a thousand salesmen and other employees, but no trade. Before the end of October, we had \$10,000 to \$12,000 a day (about the same as Wanamaker's when I began there, 1880), and I quit.

(8) You say "Mr. Powers has repeatedly claimed that he could duplicate the latter's (Wanamaker's) success under similar conditions." It took five or six years to double Wanamaker's trade, and twenty-three days to treble or quadruple Gimbel's—I don't know what it was when I said we hadn't any—\$2,000 or \$3,000 I guess.

The circumstances of Wanamaker in 1880 and of Gimbels in 1894 were totally different. Wanamaker and Wanamaker's were as well known in 1880 as they are to-day in Philadelphia; every Philadelphian had his opinion of both man and store. That was my chief obstacle. I reformed the store in many respects; it takes time to alter public opinion on a store that they think they know all about. I didn't reform Mr. Wanamaker. Public opinion is very slow to change on a store when there is no change in the merchant himself. Besides I was green in dry goods in 1880. I accomplished nothing at all till I found out how to advertise dry goods; which took nine months. Even then my progress was slow. It looks easy, now it is past; it was future then. My first excuse for what I consider very slow progress at Wanamaker's is my ignorance and inexperience; my second, my almost incredible obstacles, of which there is no occasion to speak.

At Gimbel's I had no obstacles. I was there to start them off. I knew how; they knew I knew how. I told 'em beforehand what I should do; they agreed. They were anxious the first two days, and wanted me to spend more money. I said: "This is the way. Don't worry about the money. One or two columns is as good as a page. You'll see in a week."

They were met by a "dissolution sale of \$3,000,000 worth of goods" by Strawbridge & Clothier, and by some other sort of a sale, I forget what, of \$4,250,000, if I remember right, by Wanamaker. I didn't stay long enough to find out whether there was anything but wind in these sales or not; and I don't know how Gimbels have got on; but am told they have held their trade.

I don't regard this as anything great or strange. The only strange part is that a merchant should so far yield to the counsel of an outsider as to take the course that gathers trade in a jiffy. I never knew of another set of circumstances so favorable to gathering trade. We couldn't create it; times are just as hard in Philadelphia as everywhere else. I said in my advertisements: "There isn't going to be any more trade this year than there was last; we've got to get ours from somebody else. The other merchants have got it now, and they won't believe we are going to get it till we've got it. Then it will be too late to stop us." It turned out so. It might have turned out a great deal more so; and, lest my account seem rosy, I am going to tell the other side.

My advertising drew criticism, and my firm becoming uneasy on account of that criticism, asked me to change my tactics. I declined and quit.

I venture to add that no man has any occasion to be ashamed of what was done there. It was honorable and creditable. It was called audacious, I have no doubt; but it wasn't—it was only wise.

J. E. POWERS.

Mr. Powers also writes to say that the tactics which he employed were more important than the advertising, and that he will explain the tactics in a paper to be ready next month.

Inasmuch as the work quoted by us last month was not that of Mr. Powers, we desire to correct the error, and give herewith in full the opening advertisement. It is interesting from many points of view, and it will doubtless appeal to our readers in a dozen different ways:

# Philadelphia, Wednesday, Oct. 3, '94. OPENING OF THE NEW STORE.

Mr. Hugh Graham says we have the biggest and nicest show of flowers he ever saw in this flower-loving city—he ought to know, he makes 'em all—and it is to stay till Saturday night—not the city, the show.

And this show includes the store, the people, the goods; and the biggest part of the show won't show at all to-day—it's the prices. No time to talk about money; too many people for business.

We promised to tell you what we are here for, and how we are going to do it.

We are seven sons. Father brought us up to pull together in dry goods. We are not great men, or handsome, or wise, or proud, outside of dry goods; we have no ambitions to hinder our work.

Father began at Vincennes, Indiana; but the town stopped growing. He stayed there awhile, and the sons went to Danville, Illinois, in '79. Our store is there yet; we own it and hire a man to manage it; can't afford to waste a brother on it.

In '83 we found ourselves growing faster than Danville, went to Milwaukee, and prospered there. We have substantially no competition in that smart city. Our only big competitor there was sold out by the sheriff last Saturday. Milwaukee is a beautiful, vigorous, growing, thrifty city; and we own it so far as we want to. Don't read too fast—we're not going to bust Philadelphia. This is a bigenough town to support a first-rate store and a dozen seconds. Give us the one; the rest may have the dozen.

We want your help, and are going to pay for it—in cash. If we should try to make money before we have filled this store chock full on a rainy day, it would take too long. Life is short, and time is the dearest goods we keep. We know the cost of everything else; shall guess at the cost of paying the papers and keeping the store; we seven shall work for nothing a year at present; and you shall have your things without one dollar of profit all this year, and next, too, if we have to. Time to talk of next year when next year comes. We didn't win Milwaukee by putting on airs.

Some who read this to-day know nothing of us or of the store; we must print a few particulars. Market-street front 168 feet; Rinth-street front 118 feet; going back to Jayne, a little back street that nobody hears of, 275 feet from Market street. Nine floors in all; sub-basement, five store floors, and three at the top for workrooms. About eight acres, five acres of store. Small stairways, not much use for 'em; nine big elevators, three for goods. Forty-one departments; it would be tedious to name them to-day. An acre of curtains and carpets; a quarter-acre of silks and dress goods, to guess; and so on. A competent man at the head of every department and men and women behind the counters as thick as grasshoppers.

Wonder if anybody ever had such a store and outfit of people and goods in advance! We have no business to speak of; haven't been ready; what we have had was emergency trade. You have filled the store so full that we had to shut the doors for your safety, say nothing of comfort; but that was for bankrupt bargains. What'll you do when the store is all new goods, unsurpassed, and at cost or less—all sorts of dry goods—at cost or less.

There will be some exceptions in spite of us. Some things that we ought to keep we are not permitted to sell at cost. We mention the only sort of exception, so that, when you find us selling Colgate's perfumes at usual prices you'll know that we have to.

Our goods of all sorts are right for their sorts; some fine, some coarse, some pretty, some not, however you want them. Everything warranted. Bring it back if you'd rather have your money. All our strength and wit shall be used to facilitate trade.

Everybody entitled to credit shall have it; monthly account. It is better than cash to both sides, because it is handier.

To-morrow, as likely as not, we shall tell about goods—we've said all the rest to-day.

GIMBEL BROTHERS.

Market and Ninth.

TOO WILLING, BY FAR.

(From the World Want Columns.)

MARRIED MAN, 38, good common sense; willing to take anything. Wm. McLean, 93 Noble st., Jersey City, N. J.



# ON THE USE OF CIRCULARS.

THE value of circularizing depends to a great extent on the method pursued in its execution. The average circular finds its way to the waste basket, and the average circulars deserve no better fate. But, under certain circumstances, a circular can be made a very effective adjunct to the rest of the advertising, and in some cases it can be relied on to do all the work itself.

There is a grocer in a certain town in Massachusetts who has seen his trade grow and flourish with no other advertising than what he has done by circulars. A coal dealer in Philadelphia has also experienced good results from a similar plan. Both these cases are those of retail stores, and the same local environment obtained in each. The trade they desired was, of necessity, that of their nearby neighbors. In the case of the coal dealer, trade at a distance was rather objectionable than otherwise, as the long haul destroyed the profit. The problem was to sell all the coal consumed in the immediate neighborhood.

A series of circulars was then prepared and carefully printed on good paper. They were sent out each month by mail, and each circular came as a sequence to the other. We reprint two of them to give an idea of their general character:

### THE SHORT TON.

HY the coal business should be disgraced by a "short ton" is one of the problems that will ever remain unsolved. In no other business is it possible to cheat and still retain an easy conscience. And yet, nearly every householder has at some time or other, experienced the sensation of having a ton of coal that virtually ran away with itself. That was in fact, a "short" ton. A lying, cheating, 2,000 lb. ton. The ton that makes every honest coal dealer blush for his calling.

All our coal weighs 2,240 lbs. to the ton. No more, no less. We sometimes lose a customer who thinks our price is higher than she need pay elsewhere. But after a little she is back again. "Our coal lasts longer" she says. It doesn't, only we didn't cheat her out of a tenth or more.

True economy consists in getting the most for your money, in fact as well as in fancy. Back of our coal stands our reputation. We know that the public must, of necessity, rely on the dealer. If we enjoy their confidence, it is because we have deserved it. We have avoided the "short" ton.

Let us figure together when next you are in need of coal.

### A FRESH START.

TOW is the time for a general cleaning of the slate, for a fresh start all around. The year just passed was not so good as '92, yet it was much better than '62, only we forget always to make that comparison. Everywhere the prospects are brightening-the labor troubles which disturbed business through a large portion of the summer have now been compromised, and money problems are gradually adjusting themselves. Business is everywhere reviving, and the general outlook is full of encouragement. We are justified therefore in predicting that in material things, at least, we do no violence to the present situation when we wish you a Happy and Prosperous New Year. We may not all reach the goal of our aims and ambitions in 1895, but nevertheless the time is here for action. Eighteen ninety-four has passed into history, and eighteen ninety-five stands ready to be made or marred, as our efforts dictate.

The beginning of a new year emphasizes as nothing elsecan the relentless flight of time. It seems but yesterday that our yard was established in this neighborhood and yet it is more than a quarter of a century. We have seen the city slowly stretch out its hands until now we are no longer a suburban village, but part of the great town itself. During all these years our business has kept pace with the growth of our neighborhood, and the development of its requirements. We have seen the price of coal go up almost to a prohibitive point; and we have seen it, as it is to-day, as low as it has ever been in the history of the business. Under all conditions we have maintained our reputation for giving the best value for the money that the market could possibly afford. We have rigidly adhered to our rule that every ton shall weigh 2,240 lbs. Our practical knowledge of the business has enabled us to deliver stock that was free from slate, and was always clean, and which always proved satisfactory to the customer. The difference in cost is not always in the price. It is in the combustion, the heat, and the results which are attained. All coal looks more or less alike, but all coal does not burn alike. We aim to give free burning coal, perfect combustion and full weight. Such has been the foundation on which we have reared our present large business. To those contemplating a supply of coal we would like to submit our figures.

The returns were, at first, scarcely appreciable, but soon the demand increased, and the business became more lively. The circulars, at first, created a little criticism; people, as a rule, resent the assumption of superiority either in business or society, and the talk about the long ton and the dishonest dealer in one or two places produced a little of that effect. But the criticism was met in a good-natured way in the fifth circular commencing "There Are Others"—and the few who might have felt provoked were mollified. The amount of disparaging criticism was scarcely enough to notice, but it is just as



# DOUGLAS, THOMAS & DAVISON

SHOW BY ALL ODDS THE MOST COMPREHENSIVE LINE OF LADIES, CHILDREN'S AND INFANTS' MUSLIN UNDERWEAR TO BE SEEN IN THE SOUTHERN STATES. WELL MADE, PERFECT FITTING AND VERY LOW IN PRICE......

# ANOTHER ATLANTA AD.

well to avoid friction of any kind. Of course, a circular that produces no effect of any kind is worse than no circular at all. One cannot expect to please everybody, and most men have sense enough not to send out a circular calculated to do irreparable mischief. A word or two of criticism here and there is absolutely necessary to good circular work.

It will be noticed that these circulars are filled with what you might term glittering generalities. But at a later date, when the attention of the public seemed to be assured, some very novel schemes were tried, modeled precisely on the plan of the bargain counter. A woman will buy coal just as she will anything else, if she is convinced that it is a bargain.

In the case of the grocer a similar campaign was mapped out, with the exception that the range of his territory was wider and the line of specialties which he carried afforded a better opportunity for display. Particular attention was paid to the advertisements appearing in the newspapers, and when any striking display appeared that particular article was pretty sure to be the leading subject of the next circular.

While these advertisements were called circulars, that does not quite convey the right description. They were written with infinite care, were handsomely printed, and were calculated to make a good impression on the person for whom they were intended. The term circular has suffered by the reckless stuff produced under this title. But, as in everything else, so in circulars, there are good ones as well as poor ones.

The Hustler for February, devoted to the interests of the National Cash Register Company, is sanguine as to cover and business-like all the way through. No danger of its not being red, anyhow!

You may talk about your editors who sit in easy

And try to boss the whole machine and put on lots of airs.

And seek to make the people think it's what they've got to say

That keeps the business on the move and makes the paper pay.

But don't you ever think it, for the whole truth simply is,

The editor's not in it, with that huge conceit of

For there's only one essential in the whole newspaper plan,

Success depends alone upon the advertising man.

-Chicago Journal.

# PERSONAL.

THE BUNKER Tobacco advertising is being placed by Mr. Alder, who has an office on Twenty-third street, opposite the Metropolitan Life Building, New York.

Mr. Alder has long been widely and favorably known among the larger advertisers in this city, and perhaps enjoyed his widest reputation as a creator of original advertising in color work. For many years a large proportion of the Lorillard work passed through his hands, and of late he has done much for Buchanan & Lyall. Beginning with this year he takes entire charge of the Buchanan & Lyall work, and his entire familiarity with the tobacco trade ought to insure him a large measure of success. Mr. Alder is also known as the promulgator of the Horse Show Program and the program of the Larchmont Yacht Club. He is an active, pushing business man with a large and influential acquaintance among the club men of New York.

MR. GILES LEAHY, for many years identified with the advertising department of W. Atlee, Burpee & Co., the famous seedsmen, has opened an office for himself in the Betz Building, Philadelphia, for the transaction of an advertising and printing business. Mr. Leahy starts with Mr. Burpee as his first client, and his experience, which is of an extremely practical nature, ought to commend him to those advertisers who need the services of an expert who has enjoyed the novelty of spending his own money and seeing the returns for himself. The "expert" who has this knowledge is as rare as an angel's visit.

Mr. Leahy's acquaintance with publishers during his connection with Burpee ought now to stand him in good stead.

MR. FRANK PRESBREY, whose effective inset work in the Forum is attracting widespread attention, enjoys a unique position among the traveling public. He has probably prepared more transportation advertising than in any other field, and thus in time has gathered about him a clientele of cultured people, who, to a large extent, are influenced by what he says over his own signature. He is known as a writer of correct English, but his chief reputation comes from the thoroughness and painstaking care with

which he does his work. Armed with pencil and camera he first traverses the region which is to be the subject of his narrative, and writes under the inspiration of what he feels and sees about This personal knowledge and his reputation for accuracy impart a value to his work which is appreciated by the class to which he caters

Mr. Presbrey is a Princeton man. His writing is distinguished for its picturesque descriptiveness. His pamphlets are considered models of their kind and enjoy great popularity.

MR. CHARLES F. JONES, for some years in charge of the advertising for the Stewart Dry Goods Company, and Levy Brothers, clothiers, of Louisville, is to leave that city shortly, and will, in the future, be connected with one of the largest retail houses in Chicago. Mr. Jones's work has received favorable comment in our columns, before.

# RECEPTION AT "COSMOPOLITAN."

From the local paper at Irvington.

NHERE are occasions that happen but once; not once in a lifetime, but once for all time. Such an occasion was the reception given by John B. Walker to his employees on the Cosmopolitan, on Wednesday evening of this week, in the magnificent building he has erected in which to print the best magazine under the sun. The reception was held on the third, or office, floor, which is 250 feet long by 40 feet wide This capacious hall with the numerous smaller office rooms and the large circular hall under the dome, were crowned with Cosmocircular nall under the dome, were crowned with cosmo-positian workers of head and hand and their invited guests. The whole building was brilliantly lighted by electric lights, some of them concealed in beautiful and costly transparencies. The outer entrance stairways were covered with white canvas. The inner stairway and the capacious halls were beautifully and artistically decorated with flags, streamers and transparencies. There were capacious nais were beautifully and artistically decorated with flags, streamers and transparencies. There were flags of every nation, calling to mind the fact that the Cosmopolitan is known and read all over the world. The scene was like a fairy garden, as the graceful women and handsome men glided over the floor to the inspiring marine.

spiring music. A grand supper was served at 11 o'clock.
Supt. C. G. Mackenzie and Miss Sophia Holder led the grand march. During the evening the happy occasion was made more enjoyable by songs and recitations by John Wilson, C. G. Mackenzie, W. E. Van Buren, Roy Glasford, Joseph Egan and James Sherlock. Mr. and Mrs. Walker received the guests. A millionaire publisher, making glad the hearts of his employees and their friends and enjoying as keenly as they the pleasures of the hour, is an unusual

As a friend of labor, he has always been known and appreciated. To show fully their appreciation of his sterling worth as a man and employer his employees are planning to give this prince of magazine publishers a grand reception in the near future.

THE fashion authorities announce a new color called "Pharaoh"; probably because it is redsee?



ART IN ADVERTISING is a pretty journal, beautifully printed, but its statements on advertising are very often inexact. Speaking of street-car advertising, it says that Carter's Little Liver Pills and Sapolio give an order to run when the contractors have vacant space, and that they pay from one-half to three-quarters of a cent a day on these terms for the space that they use. So far as Sapolio is concerned, Fame states decidedly that this statement is false in every particular, and in the case of Carter's Little Liver Pills Fame firmly believes that the same total denial would be correct.—Fame, edited by Mr. Ward and a meat axe.

It is quite possible that Mr. Ward, taking advantage of the decline in value of street-car space, does not pay quite so much as the figures quoted. For Mr. Ward, notwithstanding his unfortunate publication, is still a gentleman of considerable ability as an advertiser, and if we have innocently held him up to the scorn of shrewder buyers, we abjectly apologize for the error. The specific point we wished to make was that the difference charged for regular business versus occasional in Brooklyn, for instance, is too great. The published rate in that city for the trolley cars is \$45 per month, or 11/2 cents per car per day. And yet business has been accepted by these same people at \$10 per month, which is less than one-third of a cent per day, as we can readily prove.

A contract of this nature must, of course, depend wholly on the good faith and upright dealing of the party furnishing the space. Herein the advertiser is practically at the mercy of the street-car men. If the advertiser is satisfied from the course of events that the street-car man will "do" him, the right thing for the advertiser to do is to leave him severely alone. All street-car advertising is largely a matter of faith. When faith is gone nothing is left. Mr. Ferree, is it needless to say, is not a gentleman who will pull straight if he happens to get the heavy end of a bargain. If that is an enviable light for such a company to be in no one ought

to complain. But there are still a few advertisers left who want character and honesty behind the men who must, of necessity, be trusted with the performance of their work, and whose best guaranty is their known probity and uprightness.

How much the value of space in the Brooklyn street cars has been affected by the late strike is hard to say, but one thing is certain, the poor advertiser is getting nothing like the service which he supposed he bought and paid for. He is guaranteed an average daily passenger traffic of 400,000. He was also supposed to get 900cars. He got 650 as the records produced by the strike show. Owing to the fear of assault few passengers are carried by the road to-day, compared with the dates on which many of the present contracts are based, and the loss to the luckless advertiser is great. It is not likely that matters will resume their normal condition much before a year. What deduction can be claimed under the present situation is hard to say, but doubtless charges will be arranged on the basis of traffic, which ought to be satisfactory to all concerned. These figures are published monthly, and are easily accessible. That the travel in Brooklyn is still heavy is shown in the increase of business on the "L" roads, where it has reached as high as 70 per cent.

### KEEPS PASSENGERS OUT OF THE BROOKLYN TROLLEY

Any person anxious to see the present incarnation of Apollyon should find the Brooklyn striker who, the other night, flung a huge stone at a car driver's hand and crushed it so that it must be amputated. The poor fellow had come from Syracuse to earn bread for his family, and, insufficiently clothed, like only too many of the new drivers, shivering, freezing, stayed at his post in a perfect storm of missiles, until a last coward blow sent him into the car, wrenched and torn with anguish, his fingers bleeding and crushed, and who knows what terrible visions of future helplessness before his honest eyes! How long is this kind of thing to continue in a civilized country?



3' bin halt 's kloa Greterl, A zuderfüng's Maberl, Mit golbene Löderln — juhe! Mei liebstes Kaffeeberl 38 b.1 im Padeterl Kathreiner's Malakaffee.

THERE is a marked difference between German and American advertising illustration, the latter being so far ahead of the other that comparison seems absurd. It is a singular thing that a publication showing, in its inner pages, such delightful, and often such exquisite, pictures, as does Fliegende Bläetter, should never give anything artistic in its advertising columns. In our own magazines and papers we find among the advertising illustrations drawings by our foremost illustrators. The advertising pages, largely on this account, are extremely attractive. Some of the pictures are very well worth looking at, indeed—but who would ever feel tempted to



SOMETHING CHEERFUL

linger over a German ad., except in wonder at their ugliness?

THE best I have ever found in Fliegende Bläetter are the two larger cuts here shown, the smaller one being a sample of the usual thing.



SOME GERMAN ADVERTISEMENTS



A Guaranteed **Protected Service at** Yearly Rental.

"A"-shaped sign bulletins are all erected separately and calculated for individual displays. All signs are placed in commanding positions, on leased ground space, at cities, towns and districts in vicinity of stations, and along line of railways and highways of concentrated travel. For special displays "HOTES" sign bulletins (Henderson's patent) have no equal; being "A" shaped, meaning erected at an angle of the letter A, they are wind-proof, self-weighting and indestructible, furnishing a peculiar novelth and easy reading character to the advertisement displayed, differing from the stiff district sign displayed, and the stiff of the stiff districts and the sign displayed. differing from the stiff, straight, rigid form and sameness noticeable in all other sign displays.

99 sign bulletins are NATIONAL DISPLAYS, exceeding a total quantity, sign bulletins are NATIONAL DISPLAYS, exceeding a total quantity, upwards of 10,000, prominently located spaces leased and secured, on which we erected and have for sale within a radius of 50 to 100 miles of all the principal cities of the United States, offering complete service at Boston, Providence, Portland, Worcester, Springfield, Hartford, New Haven, Montreal, New York City. Albany, Troy, Utica, Syracuse, Rochester, Buffalo, Niagara Falls, Philadelphia, Baltimore, Washington, Harrisburg, Pittsburg, Cleveland, Columbus, Toledo, Cincinnati, Louisville, Indianapolis, Detroit, Grand Rapids, Chicago, Milwaukee, Minneapolis, St. Paul, Omaha, Kansas City, St. Louis, Memphia, Nashville, Chattanooga, Richmond, Savannah, Charleston, Atlanta, Montgomery, Mobile, New Orleans, Galveston, Houston, Dallas, Denyer, Sait Lake City, Los Angeles, Portland and San Grandisco. Francisco.

\*\*HOTES\*\* sign bulletins are also erected, on special orders, for advertisers at most favorable prices and conditions, and sold outright, or at yearly rental: placed along the right of way on lines of all railways throughout the United States and Canada. All of "HOTES" A-shaped sign bulletins are erected in the best and most thorough manner. made by placing clear spruce, chestnut or cedar, 4x6 inch square, 12 to 16 foot posts, three feet in the ground, each at a distance of eight feet apart, with 4x6 back posts, braced with double 2x4 inch back bracing to each post, and two feet above the ground, "clear from snow or vegetation," and boarded up with best white pine, dressed on one side, tongue and grooved lumber, with sign band all around, and painted with two to four coats of pure paints and oils, lettered and shaded in any colors, or with pictorial trademark in the highest style of the art and furnished at the reasonable cost of from one dollar and upwards are running foot per year according to height length of sign, and quality of material used per running foot, per year, according to height, length of sign, and quality of material used.

Advertisers seeking good value should make their contracts for all sign bulletins payable by the year and not on the monthly installment plan.

At the first glance, payments by monthly installments, per foot, look reasonably cheap, but any advertiser can see by this plan of placing contracts for space, that he is paying much more for his advertising than he would pay if bought at wholesale prices by the year.

All of "HOTES" sign bulletins are erected and furnished on honor at one profit of labor, with no inflated prices for advertising space as offered by the month, under the pretext that such space cannot be duplicated

Lists of all locations of "HOTES" specially erected sign bulletins are offered advertisers, on application, for any city, town or district, with estimates as to quantities which can be advantageously placed. and sample sketches, submitted free, for the advertiser's consideration.

# NATIONAL ADVERTISING SERVICE OF SIGN AND POSTER DISPLAYS.

74-76 Madison Street. CHICAGO.

C. S. HOUGHTALING, Contractor.

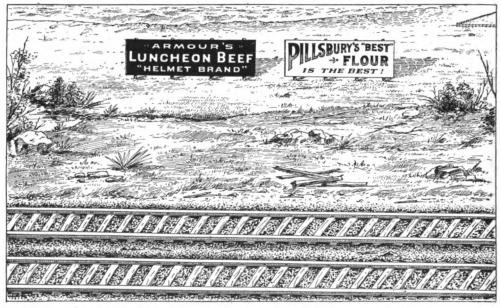
3 Park Place. NEW YORK.

# View of HOTES New Style "A"-shaped Field Bulletin Signs

Erected Separately on lines of Railways and Highways of Concentrated Travel.



"HOTES" SIGN BULLETINS contracted for and placed everywhere throughout the United States
Canada, Great Britain, Prance, Germany, and all European countries.



VIEW OF OLD STYLE STRAIGHT UP AND DOWN FIELD BULLETIN SIGNS.

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# OUR ENGLISH LETTER.





N illustration of this letter is sent for reproduction, in miniature, a front page of what can only be justly qualified as the greatest newspaper in the world—the journal which it always amuses an Englishmen to see cited, as it

sometimes is in American papers, as "The London Times." We should about as soon speak of "The London Bank of England," or you of "The American New York World." For the magnitude of The Times overshadows all English journalism. The penny dailies-not in England alonemake themselves as much like The Times as they can, just as all the comic papers in England formerly, and a good many of them still, aped Punch. It is not the circulation of The Times, an unviolated secret, that makes its greatness. A threepenny daily paper cannot look for the top place in circulation, and, as will be seen, there are other reasons why circulation is a secondary mat-But in standing, in talent, in authority and in official recognition, most of all in that undefinable abstraction peculiarly dear to the English heart, "respectability," The Times is without even a proxime accessit. It is the very embodiment of Briticism in its most dignified form-very rich, very reticent, very independent, utterly incorruptible, and, I fear it must be said, to American ideas, very slow. Yet it is liberal and enterprising in its policy in a degree only approached by the very greatest papers in America, and not approached at all elsewhere. "If you see it in The Times it's so" -or, at least, to the best knowledge and belief of Printing House Square, aided by every means of acquiring information which money-in bucketfuls, if need be-can buy, it is "so."

For we have a Printing House Square here in London. Only, instead of being, like your own place of the same name, the home of a group of newspapers and advertising concerns, it is all occupied by the offices of one paper. I mentioned, two months ago, the rumor, just then promulgated by an evening paper here, that *The Times* was about to change its price to a penny. Nobody would have paid any attention to this canard (which has often been started on its flight

before) but for the fact that Mr. John Walter had then only recently died—a circumstance which gave vestiges of color to rumors of a change at Printing House Square. As there are one or two other points which make *The Times* rather more than usually interesting, as an institution, just now, I called at the office the other day in the interests of ART IN ADVERTISING, and was very kindly received by Mr. C. Moberly Bell, the business manager; and one of the first questions I put to him was in regard to this allegation about a proposed reduction in price.

"There is not the slightest foundation for it," said Mr. Bell, "not the slightest. The subject was not even mentioned here until the Evening News miraculously discovered that this decision had been arrived at. Will The Times ever be sold at a penny? Well, the man who goes in for prophecy is a fool; but I should say, decidedly, no. It is difficult to see what advantage could be derived from such a change. A funny paper must be a popular paper, and I sincerely trust The Times will never be that. The popularity of a newspaper," Mr. Bell added, with the air of a man who recites an axiom, "is directly proportioned to its vulgarity."

That is the *Times* spirit all over! "The Times," said Mr. Bell to me—he manages, somehow, to say the "The" with a capital "T" to it—"has never been 'run' as a money-making concern."

However, money in considerable abundance has always managed to find its way into the reluctant coffers of Printing House Square. I said "reluctant" advisedly; for, for a very long time, The Times seemed to rebuff, rather than to seek, money. Advertisements were regarded, not so much in the light of a necessary, but rather as an unnecessary evil; and people who wanted to advertise in its columns acquired an uncomfortable feeling, that so far from conferring a favor by sending their announcements they were rather receiving a favor by getting them accepted. No commission was paid to any advertising agent; and unless he happened to be in good odor at the office an agent had to send the money before an "ad."

would be set up. Even then it had to be set up to please *The Times*: and no concessions could be obtained by any advertiser. Of late, however (but without abating a whit of *The Times*' reserve), a marked change has occurred in many respects, and Mr. Moberly Bell frankly concurred in the opinion that some of the old methods were not business-like. A commission is now allowed to advertising agencies; a little latitude in display has, still under cast-iron regulations, been introduced, and more agents now have monthly deposit accounts open.

Asked whether these relaxations were a sign that *The Times* had become more desirous of cultivating the advertisement revenue, or whether less advertising was offered than of old, Mr. Bell said:

"The change is largely due to the growth of The Times itself, from within. We had formerly only such machinery as would allow of an eight-page paper being produced—forty-eight columns; and we could not, therefore, ever insert more than twenty-four columns of advertisements, even if there were room for so many. Now, we frequently produce a twenty-four page paper, and could (if need be) produce a forty-eight page one. So that, whereas before we always had more advertisements, seeking admission, than we could accept, we now have ample space."

On the point of the demand for advertisement space being presented to him, Mr. Bell said:

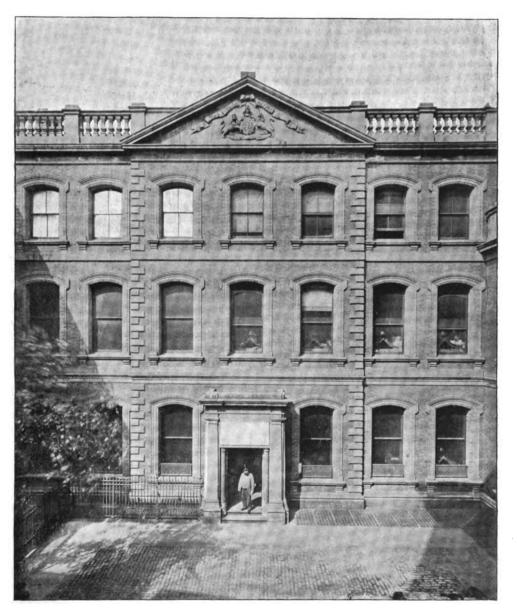
"The sums spent on newspaper advertising during the last few years have decreased in their proportion to the number of *media*. Many large advertisers, too, tell me that they are spending absolutely less in newspapers and more on mural advertising, street omnibuses, posters, and the like."

Some of the old peculiarities of *The Times* have been lately modified, and of these there is one which is worth mention. It used to be a rule of the censorship that no opinion expressed by *The Times* might be so cited in an advertisement in *The Times*. I asked whether this rule still obtained, and the reason for it.

"The reason," said Mr. Bell, "was a part of the intensely independent policy of *The Times*. In the old days, when *The Times* was still young, newspapers were 'run' in a manner that would now be rightly considered as disreputable. The man who advertised a book—a theater—a hotel -expected to get those things puffed in the editorial column. To prevent any possibility, or even any suggestion, of that, it was made a rule that the editorial (news) columns should never refer to the advertisement columns; and that no reference to anything in the editorial columns should ever be allowed in an advertisement. order to evade this rule, book advertisers, instead of quoting The Times review of a book, would quote that review, but say 'a morning paper says so and so.' Advertisers were allowed to quote The Times in fact, provided they did not say it was The Times. But in time the term 'a morning paper' got so well understood to mean The Times that it seemed to me ridiculous to maintain a rule which no longer served its purpose, and for which (moreover) there was no longer any object, since the character of The Times was abundantly known."

Mr. Bell added, however, that of the many letters sent for publication from charitable institutions, appealing to public generosity, some would even now contain an advertisement for insertion provided the letter went in. "In such cases," said he, "both appeal and advertisement are returned to the sender, with a request that advertisements be addressed to the advertisement department, and other matters to the editor."

It was not difficult to see that, even now, advertisements are not wholly favorably looked upon. "I have never been able to get at the philosophy of advertising," said the business manager. "I don't buy a thing because I have seen it named in the papers. But the public certainly seems to. Some years ago a room that we wanted to use was found to be filled with some books of biographies, reprinted from The Times. that had not gone off. It was at first decided to sell them as waste-paper: but before doing so it occurred to me to put an eight- or ten-line advertisement of them in The Times itself, and see whether anything came of it. This was done, and I had almost forgotten all about it when (a day or two later) someone mentioned that these books were beginning to be asked for; and, before long, not only had the entire remainder been sold off, but we had to reprint the book, as a second edition, and strange to say, it is selling to this day."



OFFICE OF THE LONDON TIMES

I thought this pretty good advertising, and suggested that Mr. Bell's "ad." must have been a good one. He did not seem much impressed by his powers, however, and I failed to get a copy of the announcement.

"Would The Times ever publish its circulation?"

Mr. Bell thought not. Mr. Walter always said that that was his private business, and concerned nobody. It was due to the paper to remember, Mr. Bell added, that the Mr. Walter of that early day declined to publish the figures at a time when they exceeded the combined circulations of the whole London daily press. It was, he said, the conservative policy of The Times as regard to advertisements that had been the making of the penny press (the growth of which Mr. Bell was evidently a long way from considering, with his interviewer, a boon to the community), for, he said, it was the advertisers who could not get room in The Times that had found the advertisement money which built up the penny papers.

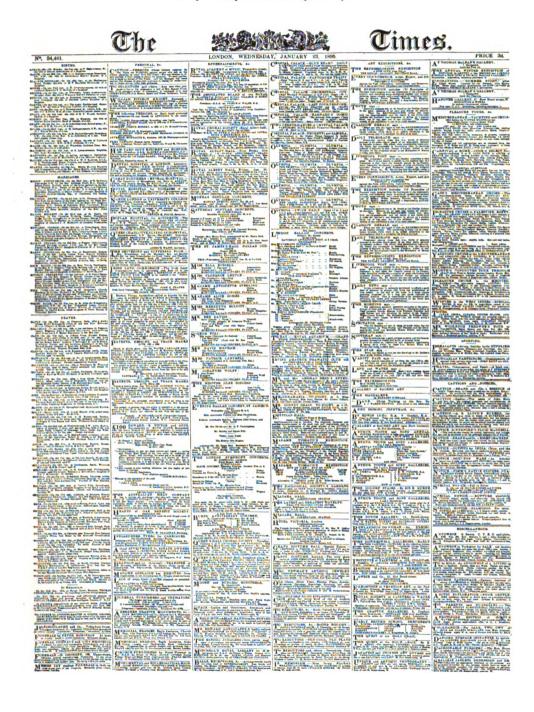
Touching the postal system of circulation that obtains in America, it may be interesting to record the fact that only about two per cent. of The Times is circulated directly from the office through the post, and this notwithstanding the fact that direct annual subscribers in England virtually get it post free at the price of publication.

The great Walter dynasty is, of course, not extinct, and Mr. Arthur Walter is the supreme head of *The Times* organization. I was curious to see whether the affectation of secrecy in

regard to the editor, which is kept up in many daily paper offices, would be exhibited here. But my kind informant made no bones about stating the well-known fact that Mr. George Earle Buckle has the editorial chair (to which, as a matter of fact, I believe he was appointed in 1884, having been for some years previously on the staff): "you would learn that anywhere," said Mr. Bell, with his humorous smile, as he shook hands, "Mr. Buckle."

THIS Times interview has grown under my hand to such dimensions that it has evidently monopolized the space allotted to the London letter for the present month, and there is no room left for my usually rather desultory collection of news items. The advertisement market is, as I think, waking up instead of languishing in the manner that it usually does in January. Some of the heavy advertisers may still be resting on their Christmas labors; but there is a decent show of new business in the papers and along the walls. The most prominent of comparatively new American advertisers just now are the H-O people. "Quaker Oats" are likewise making a show, chiefly on the walls, and Beeman's Pepsin Gum is being introduced to a public, hitherto not acquainted with the art of gum-chewing, by means of two-inch advertisements in a few papers and some posters of no particular merit, but of large size, on the walls. Mr. Adams is understood to be about to enter this field with his numerous lines in the gum. way: but Syrup of Figs, long expected, still delays to show up.







THE man who doesn't know anything about it, invaded my sanctum the other day and imparted to me, among other valuable bits of information, the fact that "outside of the newspapers there ain't an advertising medium worth a darn."

"Ever done any advertising yourself?" I inquired.

He had.

- "Of what nature?"
- "Couple of houses I had to rent."
- "That all?"
- " Yep."
- "Used the newspapers, did you?"
- ". You bet I did."
- "Nothing like 'em," said I.
- "Right you are," said he. "Reg'lar humbug all this street-car advertising, sign painting and bill posting. I'd just as soon throw my money into the gutter," and with this the complacent ass took his departure.

He's sound on *one* point anyhow, thought I. He approves of newspaper advertising. There is nothing like it for some lines of work, but I wonder what would become of us without our various other mediums.

Success is gained by application and maintained by constant effort. Tritest of truths, yet always worth repeating. In the present instance I quote from the advertisement of a Fourteenth street dry goods firm—in itself a living example of the virtue of "constant effort"; the constant effort to keep its name well before the public. And this is the true inwardness of success in advertising. Desultory advertising won't do. Nothing will do but to see that your name, in good-sized capitals, is daily, hourly, where people can see it.

WECHSLER & BROTHERS, of dry goods fame,

Brooklyn, are steady and generous patrons of the daily press. Their full-length, three-column-width announcement in the Sunday *Herald* was an interesting and well-prepared advertisement. A card at the top informs us that—

# THERE IS SAFETY FROM THE TROLLEY IN SHOPPING HERE!

And we are furthermore enlightened as to transportation facilities as follows:

The Kings County "L" Trains (Duffield st. station) and all Trolley Cars on Fulton st. land passengers from uptown on this side of the street, right at our doors.—No crossing necessary in reaching our store.—Ladies wishing to cross from the other side can do so under the protection of special officers stationed in front of our building.

Then comes the announcement of a "Six-Hour Sale," covering the hours between 8 A.M. and 2 P.M., the various departments being mentioned under the general headline:

"The Six-Hour Sale."

- "The Six-hour Sale in the Basement;"
- "Six-hour Sale in the Infants' Department;"
- "Six-hour Sale of Dress Linings;"
- "'Trilby' at \$1.20 for six hours only," etc., etc., with detailed lists of prices, qualities, and so on. This is the old song, of course, but the advertiser has managed to give it a very good setting.



A queer-looking advertisement, clipped from Puck, and hardly coming under the head of newspaper advertising, is this one of Pabst's Beer. One fails to see, at first glance, the outside border of hops and the two long trains of cars—presumably loaded with corks—encircling the inner



30. At all first-class grocers.



oval. The advertisement is one that will be closely examined, its oddity precluding the possibility of its being overlooked.

FREDERICK PABST, by the way, is said to be the richest man in Wisconsin. He has always been a firm believer in advertising, and has issued some good things in behalf of his good beer. Captain Pabst, as he is called, went to Milwaukee, a poor boy, forty years ago, and after various vicissitudes, married the daughter of a small brewer—or rather a brewer on a small scale. The present Pabst plant is the outgrowth of the father-in-law's little brewery.

THE Mt. Vernon whiskey ad., with its little square bottles, is likely to attract the eye. The matter is well prepared.

An advertisement that caught my eye—perhaps because I am sensitive—is this one of the Germea Company. The headline is familiar—not to say personal—in tone, and will no doubt catch other eyes than mine.

"FLEISHER'S KNITTING WORSTED" is a neat little advertisement. It contains just enough matter to make it balance well, and the border gives a singularly lively look to the whole. The announcements of the *Ladies' Home Journal*, now appearing in the daily papers, are models of fine advertising.



Run your eye down the "want" columns of a daily newspaper and notice how frequently it is attracted by some little advertisement, either quaintly worded, down-right funny or almost unintelligible. I saw in a recent copy of the Herald an advertisement for a nurse girl "to take charge of a baby, recently landed." The last two words bore reference, no doubt, to the nurse maid and not to the baby, but it was not happily expressed.

Further on, a young man, with commendable ambition, announces that he "doesn't want to run an elevator all his life," but would prefer a position where he would have a chance to rise. If there is any occupation offering a better opportunity for rising than that of an elevator boy we would like to hear of it.

The next advertisement that caught my eye was as follows:

PHYSICIAN (30), stenographer, typewriter, linguist, highly educated, desires engagement, secretary, attendant, tutor; best references. Doctor, Herald.

A useful man to have around.

Another little advertisement that, to the unin-

itiated, sounds rather funny, calls for "A steady young man on cake and bread;" a position which should not be difficult to fill.

Another asks for a boy to "sort corks"—(who ever heard of such a thing?) And one man wants a girl "to wrap tinware, address Coffee Pots."

A young man, who evidently possesses a rare combination of business qualifications, would like to obtain a position in "either a music or shoe store." He is not sure, probably, whether the music is in his soul or his sole, and that's what he wants to find out.

The next is more interesting:

A young married lady, of cheerful disposition, would like to visit daily at the houses of several invalids for the purpose of reading, singing or otherwise amusing them; terms reasonable. Address Cheerful, 208 Herald.

One wonders what stress of circumstances compels this cheerful, young married lady to give her time to several invalids? There is doubtless a little domestic tragedy of some kind back of it all—if one only but knew it.

The last advertisement that attracted my attention was the following single line, which is almost pathetic in its childlike simplicity:

I can translate from Asiatic languages. Address Sincere, 421 Herald.

I only hope that somebody will have some Asiatic translating for "Sincere" to look after.



THE following poetical effort of the "Great Northern Railway," clipped from the advertisement pages of the *Review of Reviews*, is pleasantly reminiscent of the days of our youth:

To The East,
To The West,
To The Town
That You Like Best;
BUT

If westward is the way you decide to go, Be sure that your ticket reads just so—

# 66 GREAT 77 NORTHERN RAILWAY, FROM ST. PAUL WEST

and

If a pleasant journey
Is the object of your quest,
Drop a line to F. I. WHITNEY,
And he'll tell you the rest.

GENL. PASS. & TICKET AGENT, G. N. RY., ST. PAUL, MINN.

C. J. BAILEY & Co. are advertising a "Bubble Blower" made of rubber; an easy enough thing to describe, but intending purchasers are cautioned against attempting to ask for "Bailey's Rubber Bubble Blower" without taking time for a little preliminary practice.

ALEXANDER KING & Co., agents for the Barstow thread, are offering a silver thimble in exchange for twenty-four spool labels.

THE custom of displaying a flag on the top of business establishments has become so wide-spread within recent years that the flag is now the rule rather than the exception. On a bright, breezy day, they give our business streets quite a gala appearance, and are not only ornamental but decidedly useful—in fact, the flag, bearing the firm name, has become an almost indispensable sign. Shoppers, unfamiliar with the streets, can see the name for which they are looking



SOMETHING STRIKING IN BORDERS

long before reaching the establishment, and are often directed to the latter by means of the flag. It is a serious drawback, however, that so useful a sign should be entirely dependent upon the wind and weather. A flag that hangs limply around its staff is not an inspiring object, but fortunately there is enough breeze, most of the year 'round, to keep it fluttering.

# HONORS TO THE LOTUS PRESS.

The Architectural League, holding its exhibition in the galleries of the American Fine Arts Society, Fifty-seventh street, near Broadway, has accepted a display of artistic printing from the Lotus Press. (Nathan Brothers), thus according an honor never before conferred on a printer. They have, at various times, shown some handsome book-cover designs, but no specimens of printing. The exhibit (No. 245, in the west gallery) comprises pamphlet covers, programmes and announcement circulars, and is entered under the name of the Lotus Press.

"Hello, old boy," he said, strolling into the office and picking up the current number of ART IN ADVERTISING, "keeping Lent, I suppose? What have you given up this year?"

"Given up lending my copy of ART IN AD." growled the man at the desk, "what have you given up?"

"Given up borrowing; I subscribed to ART IN

Subscribe for Art in Advertising. \$1.00 a year.

#### BOSTON NOTES.

E take pleasure in announcing that hereafter Mr. A. T. Bond, 16 Central Street, Boston, will represent ART IN ADVERTISING, and will receive advertisements and any items of interest that it is desired to appear in our pages. Mr. Bond is well known to advertisers generally, and any courtesy extended to him will be appreciated.

DURING our recent visit we found evidence of a distinctly better feeling on the part of advertisers and publishers generally. More orders are being booked than were offered a month ago, and the signs all point to better times ahead.

Mr. Bragdon, of Farm-Poultry assures us that the change from monthly to semi monthly that took place in January is an assured success. His clients are unanimous in approval of the change and back up their opinion in the most substantial manner, as the advertising pages show.

Donohoe's Magazine has not only kept its ground during the hard times of the past year, but has made distinct progress in popularity. Mr. Toomey, the genial manager, says its circulation is now over 30,000 copies monthly and what they aim at is to make their magazine the special medium to reach the Catholic constituency. In this they are very successful.

THE Royal Baking Powder advertisement that appears on another page is by far the most effective one they have yet put out. It is a veritable "Light in Darkness," and as an advertisement it has produced quite a sensation.

EVERY business has strong competition, and nothing but good advertising will give you your share of trade.—Brockton Times.

To make money you must be willing to spend some—select good advertising mediums, and you are pretty sure of good results.—Brockton Times.

What's the difference between Donnelly and Beecham?

One is a bill-poster the other a pill-boaster, See?

THE almanac is, apparently, not very popular as an advertising medium. When we take into consideration the facts that an almanac, like a calendar, is almost certain of a year's use, that it is kept in a prominent place in the household and frequently consulted, especially among the country people, it seems as though it offered especial advantages to the advertiser. As it is, however, there are very few almanacs published. At the close of the year the druggist places the little stacks of blue, green or yellow pamphlets on the end of the counter, within easy reach of the public, and in a short time they are all gone. Jaynes, Hostetters, and Ayers are the principal almanacs issued, that is, in English; there are about as many more of the German variety.

"I SOMETIMES regret," remarked Jones, as he studied the signs in a cable car, "that I have nothing to advertise. If I had I believe I could get up a line of advertisements that would knock all these other fellows hollow."

"Humph," growled his friend, "why don't you go into the 'expert' business; you'd get rich."

#### IT WASN'T HIS FEET.

"Almost decapitated his head" says a scareline in the New York Herald.

FRANK B: WHITE Co., Chicago, is handling the advertising of the David Bradley Mfg. Co., Silberman Bros., and Creamery Package Mfg. Co., of Chicago, and Stoddard Mfg. Co., of Dayton, Ohio.





HE: How can I impart to you the measure of my love?

SHE: By taking the measure of my finger.

#### "EXCHANGE" ADVERTISING.

By JOEL BENTON.



T is a truth of political economy that all trade is, in its last analysis, simply barter. We each of us produce some commodity or render some service which we exchange for the various things we want. In

countries not civilized the barter is visible and direct; in those partially so the intervention of tokens or coins, expressing value, comes about; while, in advanced commercial nations, their varieties of money, and the paper equivalents thereof, are so numerous and so much in the foreground, that we do not readily see that their commerce, too, is barter, just one step removed.

The use of money is merely for convenience in measuring values and settling balances; for, in our complicated modern life, each person cannot very well take just so much of his own goods and services to each of his neighbors and correspondents for just the same amounts in value of his goods and services. The exact division, and the corresponding necessity of each at the same moment, are not to be had or depended on.

But there is a line of barter which can be conducted very nicely, either without money or with a very little, which ought to be encouraged far more than it is. And it might be if leading papers, or some paper devoted wholly to the purpose, should make up a sufficiently enticing advertising department on its behalf.

How many people there are who have valuable pieces of personal property which they are either done with, or which, for some reason, they do not now want. There is scarcely anyone who cannot name from one to ten articles of this description which he would be glad to sell, while he can also think of from one to ten articles—the very articles someone else would like to sell—that he would like to buy.

Just here arises the field for the "exchange" advertisement. The piano not wanted can be offered for a billiard table which is wanted. A set of Gibbons' "History of Rome" may be made to buy the works of Emerson. An opera glass can be exchanged for a writing desk; a

pair of Muscovy ducks for a pair of bronze turkeys; a bookcase for a buggy or phaeton; an oil painting for certain specified examples of Chippendale or other highly esteemed furniture, and so on. Or the vice versa of all those can be offered with the same easy reciprocity.

Smaller articles that can be mailed—while those mentioned would need in long distances to be expressed—would make distance of little account in impeding the transaction suggested. The reciprocal articles need not always be exchanged without a money difference, but they generally would be, as tending to convenience in making the hoped-for trade.

In countries more densely settled than ours—in England, especially—this sort of advertising has been long and extensively done; and with some foreign journals, it is an attractive feature. It seems to meet a real want in England. I was going to say that it somehow fits the genius of the English people. But why should it do so any more than it should ours? Certainly, the Yankee is a born trader—a swapper of jack-knives and of horses, and of everything easily movable or portable.

I believe a daily journal or a widely-circulated weekly might easily introduce the fashion with us in a more vigorous way than has ever yet been attempted here; and make it not only pay directly, but make it also a certain incidental advertisement for itself. To be sure, to do this on a large scale and with pronounced success, the terms for these short advertisements-for they need not be long-should be low, invitingly low, in fact. Whether express companies would coöperate with such journals in making transportation charges on articles so exchanged also exceedingly low, if the hustling papers could show them that the scheme, well accomplished, would set an enormous amount of portable property on the move all over the United States, to the benefit of their exchequers, I cannot say. It might be worth while to try them, if a proper identification of the exchange goods can be offered by the papers interested. At any rate, the scheme itself, I am confident, need not be scouted as Quixotic. and the advertisements it calls for, it is needless to say, are always readable and appetising.

#### THE GROCER AGAIN.

HE only way to advertise a business of this kind, said a prosperous New York grocer the other day, is to handle good stuff and treat your customers fairly. Advertising is a great thing; I believe in it thoroughly; but there are many ways of advertising your business outside of the ordinary and accepted mediums. In fact, the ordinary

methods can scarcely be applied to a grocery business in a city like New York. In a small town where there are but half a dozen stores and one or two small newspapers it is an absolute necessity to keep your name in print, but here, where we cater to the immediate neighborhood, the situation is quite different. People, as a rule, unless they belong to the class which deals with one of the few largest establishments in town, will naturally look for the best grocery near at hand. The best grocery is the one which invariably sells them the best goods for their money. In my own case I have tried various kinds of advertising. I have used the papers to some extent, but found that it was of very little use. I was also persuaded, being on the cable car line, to try a card in the cars. This I kept up for a year, and the only time I ever heard of that card being noticed was when a small boy came in one day and remarked that he had seen my sign in a street car. I have had competition to fight against, of course. I have fought it successfully, as I say, by fair and square dealing. I have had customers leave me to trade with my competitor on the next block, because, as they said, he sold potatoes much cheaper than I did, or because he charged them \$1.40 cents per dozen for porter against my \$1.75. They have quarreled about my charges for butter and gone to the other place to get it cheaper. What is the result? The man who was misled by potatoes, found that on his monthly account he was "out" as much for that one article as he had ever been while trading with me. The one who wanted cheap porter found, after all, that he was getting an inferior article, bottled in this country and displaying the Dublin label. The cheap butter turned out to be oleomargerine. These are facts, for, like the cat, my customers all came back, and

frankly owned that they had been mistaken. Once fake people and you're gone. You can fool people once or twice, but they will find it out sooner or later, and then you're dead, see? I make it a point to keep a good stock, and keep my store in apple pie order, as you see. I have my name on the paper bags, not so much as an advertisement as to let people know where the goods are from in case of a mistake being made in delivery. These mistakes will happen, you know.

The only way in which a grocer can advertise to advantage in black and white is by means of the careful distribution of circulars. A neat circular calling attention to some of your fine goods in the way of table delicacies, your teas, coffees, wines, canned goods, etc., and giving prices, perhaps, is always a safe investment.

Groceries like Park & Tilford's, Acker, Merrill & Condit, and one or two others, usually advertise in the newspapers when they have on hand some choice specialty in the way of tea, coffee, fruit or liquors; but this is only occasionally; you will find that they base their success almost entirely on their high class of goods and high-class business methods.

THE English edition of the January Harper's conveys, it is said, by means of an inserted loose leaf, still another apology from the Harper Company to Mr. James McN. Whistler. This strikes Mr. L. F. Austin as being funny, and he gives vent to his feelings in the following paragraph, which is funny, we must admit, if a little hard on the interested parties:

It may be taken for granted that in that year-the year 3000-the descendants of Messrs- Harper Brothers will be apologizing to the descendants of Mr. Whistler. In the current number of Harper's, on a conspicuous fly-sheet, appears again the grief of the proprietors for the original passage about Mr. Whistler in "Trilby." May I venture to suggest to "Old Moore" that he should make a point of predicting this in every issue of his Almanack. I hope that, for the sake of the gayety of nations, Mr. Whistler keeps a diary; if so, many entries may run something like this: "January 1. Began portrait which wipes out Velasquez. Cabled New York for apology from Harpers. April 1. People still believe in Velasquez. Made Harpers paste apology on Statue of Liberty in New York Harber. July 1. That begger Velasquez still alive. Harper's apology all over Rocky Mountains with advertisements of pills and sarsaparilla. October 1. Made my will, leaving Velasquez to perdition and Harper's apology to National Gallery.



#### DISPLAY CARDS, HANGERS, ETC.

OWADAYS the hanger or placard, displayed for advertising purposes in retail stores, must be unique and striking, indeed, if it would attract attention. Advertising of this description is particularly en evidence in drug stores, groceries and cigar stores—in the latter, perhaps, is compelled to stand more crowding than anywhere else. Take the

average cigar store and you will find its walls hung to overflowing with cigarette and tobacco posters, and its window showing as many more as it can be made to hold. And some of these posters are very good; so good that you couldn't miss seeing them if you tried.

All dealers, however, do not favor the hanger idea, and many give their space grudgingly or not at all. As a rule, the display of a large number of signs of this kind gives the store an untidy appearance, beside taking up space which is needed for the display of goods.

"What has become of all your signs?" I inquired of a grocer's assistant the other day; "you had the place full of them last time I was here."

"Oh," was the reply, "the boss wasn't feelin' well the other mornin' and he took 'em all down."

- "The boss doesn't like signs?" I persisted.
- "Well, he ain't stuck on 'em," said the man, but he has to put 'em up sometimes."
  - "Don't you think they attract custom?"
- "Oh, yes, some of 'em do; but the last man I worked for wouldn't have one around. 'Show the goods,' he'd say, 'that's what sells 'em; show the goods.'"

"Have you ever had a display card in your store that attracted particular attention?" I next inquired.

"Well, yes," said he, "that Colman Mustard picture has been noticed a good deal. People look at the little chap, yelling, with his mouth full of mustard, and often remark that their own baby 'did the same thing the other day.' We don't object so much to a picture of that kind."

It will be readily seen that a poster or hanger intended for use in this way must possess especial attractiveness in idea and design; its presence should not be considered a nuisance, but, rather, a welcome addition to the appearance of the store.

A very attractive design caught my eye the other day in a grocery; it was one of many, yet the only one that "stood out" by reason of its unusual merit. The sign was a hanger, on brass rods, and the picture represented two pretty children engaged in executing a duet; the boy had a banjo, the girl played upon a toy piano, and the whole effect was immensely good as an advertisement. The latter, Babbitt's Soap, appeared only upon the back.

In preparing advertisements for display in a grocery or confectioner's store too much care cannot be bestowed upon the selection of a taking idea. The women are the buyers here and you should make your picture appeal to them in particular. A woman will look at a picture advertisement where she would never notice a plainly printed placard advertising the same commodity.

And the size of such cards or hangers should be kept within reasonable limits. You can't expect a storekeeper to turn his establishment into an art gallery or indoor bill-board for the display of your advertisements.

There is no doubt that advertising in this way is a good thing, but with the constant appearance of new men in the field it is necessary, of course, to make your display cards or hangers, or posters, or whatever it may be, of especial excellence.

A little French fancy-goods house on Broadway has won considerable favor with the fair sex by its Monday and Friday sales. On Monday all standard soaps, perfumes and other fine toilet articles are sold at a tremendous reduction, in some cases fully one-half of the original price; and on Fridays a full line of proprietary articles is disposed of in the same way. Hood's, Carter's, Scott's, Radway's, Beecham's, Pond's, and all the other fellows' specifics, are sold for a mere song, and the consequence is a constant stream of custom, not only on these days, but all the week around.

Subscribe for ART IN ADVERTISING, \$1.00 per year in advance.



You won't need Spectacles to see your Profits if you use



# The Mayflower

IT PAYS ADVERTISERS

Address JOS. J. DELONG, Tribune Building, New York

#### During my last trip to Chicago

I learned that the oldest advertisers estimate the most of an advertising medium not only by the quantity and quality of its circulation but by its PRESTIGE.

A well-known national advertiser insisted upon a discount on a well-known journal because it had lost much of its prestege.

The quality and quantity of the circulation of The Golden Rule is well-known. It is not so well-known that it is the national official organ of the societies of Christian Endeavor, representing a movement whose membership is over 2,250,000, a movement whose annual conventions are the largest religious assemblies ever held in the history of the world. The next convention is to be held in Boston in July.

GEORGE W. COLEMAN
Advertising Manager THE GOLDEN RULE

**BOSTON, MASS.** 

# From the City of Homes

Every Week these religious denominational home papers go forth to the best religious homes in this locality. They have been the leaders here in their respective denominations for from 19 to 74 years. They provide the only way for an indorsed introduction to the religious homes hereabouts. These are the homes from which the best results are now to be obtained by advertising. There they are gratefully received, confidingly read and lovingly cherished. They combine quality and utility to so great an extent that now a general advertiser cannot cover this field properly without the aid of these papers.

These are general truths presented for your individual application. We want to tell you the separate details about each paper's fitness to help your business. But we need you to ask the first question.

#### Put Them On Your List

Sunday School Times
Philadelphia
Lutheran Observer
Presbyterian Journal
Reformed Church Tiessenger
Episcopal Recorder
Lutheran
Christian Instructor
Christian Recorder

Write to us for fuller particulars.

Over 220,000 Copies Religious Press Association Philadelphia

#### The Sunday School Times

#### Appeals to the whole family:

Pages I, 2, 3, 4, "Editorial," "Open Letters," "From Contributors," are written for parents who enjoy the best religious thought for daily living.

Page 5, "For Children at Home," gives original matter enjoyed by children and by parents to read to their children.

Pages 6, 7, 8, 9, 10, 11, "Lesson Helps," are without equal in quantity and quality of the literary matter to elucidate the Sunday-school lesson. No Sunday-school teacher is homeless, and THE SUNDAY SCHOOL TIMES is the most eagerly studied home instructor of the teacher.

Pages 12, 13, "Books and Writers," "Literary Notes and News," interest the book readers and book buyers by the best book reviews.

Pages 14, 15, 16, "Worth Repeating," and advertisements—but we want to talk to you about the advertisements.

Put It On Your List

High-class circulation for less than ½ cent per line for 1,000 copies issued. Average for 1894
. . 161,342

Copies Weekly

RATE:

80 Cents per Line for one
or more times

Write to us for fuller particulars.



Religious Press Association Philadelphia



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# That is

### Farm-Poultry

Is published semi-monthly, the 1st and 1sth of each month. Geo. P. Rowell & Co. place FARM-POULTRY among the leading papers of Massachusetts in their Directory and Year Book. It stands head and shoulders above all papers of its class in its business and editorial departments, in its CIRCULATION, and in its INFLUENCE among its readers. It goes into the suburbs of citles and large towns and among live farmers, a well-to-do class who have money to spend and who are a buying people. It is largely a family paper.

Actual Average Circulation of FARM-POULTRY for past 12 Months is as follows:

CIRCULATION FOR YEAR AVERAGE PER MONTH Total for 12 months. Total, 356,659 20,722

TAKE NOTICE. We have not sent out any Special or Sample Copy Editions in any month during the year. It is all "Fresh Eggs." The BEST is none too good at any time.

Every subscriber is cut off as soon as his subscription ends. No dead circulation. Thus you pay for nothing but rich and fertile soil in which your ads. will procure orders.

WE KNOW that last pointer is one to be considered in judging of the value of any paper. Thirty thousand circulation, such as we know that of FART-POULTRY to be, is actually worth double that of a paper claiming seventy-five thousand, part of which is "On Tick," not paid for; many of the persons on the list dead; others don't want the paper, simply take it out of the office because it comes; others kick it about the house, wrapper not even taken off, finally reaches the rag-bag unread. The advertiser pays, in nine cases out of ten, for all of that unpaid and unused circulation. Such methods, we believe, render the value of even the paid circulation of such a paper very onestionable.

of such a paper very questionable.

That is all we have got to say, except look FARM-POULTRY up, give it a share of your advertising. We will send Rate Card and Sample Copy of the paper free on request.

I. S. JOHNSON & CO., Publishers of FARM-POULTRY 22 Custom House St., BOSTON, MASS.

# OUR SHOULDERS ARE BROAD\_\_\_\_

Details that to you are irksome and unusual are matter of system and experience to us. . . . . .

We employ men to write and illustrate advertisements—have a fully equipped printing office for putting them in type. . . . . .

Let us map out an advertising campaign for you. . . . . .

Write

### LORD & THOMAS

Newspaper and Magazine Advertising

45-47-49 Randolph St. CHICAGO







### Your Wife

Would like The Household, if she does not already see it.
May I inclose to your address a copy for her?
Her approval will be proof positive that Household readers are of the best class.

You Want to Reach This Class

**CIRCULATION** 

100,000

MONTHLY

F. T. BURDETT, Adv. Mgr.

elandarel

258 Washington Street

Boston, Mass.



# Mutual Reserve Fund Life Home office: Association Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER. President

#### "FOUNDED UPON A ROCK"

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock.

#### THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 13 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,800 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. SAVEDIN PREMIUMS

"A bird in hand is worth two in the bush."

MILLION **DOLLARS** SAVED IN PREMIUMS

The Nutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of management, has already saved its policyholders over thirty-five million dollars in premiums.

MILLION SAVED IN REMIUMS

"A bird in hand is worth two in the bush."

MUTUAL RESERVE BUILDING

1881 THE ELOOUENCE OF RESULTS

1895

No. of POLICIES IN FORCE, over 96,000 No. of PULLIES IN FORCE, over interest income, annually, exceeds Bi-Nonthly income exceeds RESERVE Emergency Fund exceeds Death Claims paid, over New Business received in 1894, over INSURANCE IN FORCE exceeds \$130,000 750,000 3,827,000 20,800,000 81,000,000 290,000,000

#### **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.

#### **PULLS** Like a Dentist

**LEST of National Mediums** 

#### Listen to these Tales of Joy:

#### KIRK'S SOAPS AND PERFUMES

"If a large number of readers of each copy constitute publicity, 'Junga' is rendering advertisers unequaled service." JAS. S. KIRK & Co., Chicago.

#### **GREAT WESTERN CHAMPAGNE**

"We advertise in many papers, but 'Jupge' is the best on the list. It brings results from all over the United States." D. BAUDER, Sec., Rheims.

#### HIRE'S ROOT BEER

"We consider the illustrated weeklies the best of all the weeklies. An advertisement in 'Judge' does much extra work in public places. Chas. E. Hires Co., Philadelphia.

#### NICOLL THE TAILOR

"Our advertisements in 'Judge' have been very helpful to our business throughout the United States."

W. G. JERREMS, Chicago.

#### **BOSTON GARTER**

"This is our opinion of 'JUDGE': We intend to use it every season when we advertise."

George Frost & Co., Boston.

#### COLUMBIA BICYCLES

"We continue to use 'Judge' and appreciate it as an advertising medium."

POPE MFG. Co., Boston.

#### WILLIAMS' SHAVING SOAP

" 'JUDGE' reaches the trade and consumer as well. There are no mediums better than your class for our business. J. B. WILLIAMS Co., Glastonbury, Conn.

#### FACIAL 50AP

"Especially in advertising there is only one 'Judge,' and my ad. is still therein."

J. H. Woodbury.

Not to know JUDGE argues yourself unknown. Send for late copies

Special Offer -

#### **∖**he Phenomenal DGE'S LIBRARY

CIRCULATES A MILLION A YEAR

Direct Returns a Specialty

To advertisers who will contract to use 1,000 lines in two years we make a special offer, open till April 1. Send for it if you want a big bargain.

WILLET F. COOK Advertising Manager 110 Fifth Avenue, New York

IF..

# **BILL-POSTING**

Can be made a definite assurance of prominent position for every sheet posted—a certainty of continued maintenance during period contracted for—and if your paper is good

IT'S . . .

### VALUABLE ADVERTISING

If you're all right on the latter point you will be secure in the former two in dealing with . . . . . . . . . . . . .

The St. Louis Bill Posting Company
R. J. GUNNING, Prest.

516 WALNUT STREET ST. LOUIS, MO.

# WHEN IN DOUBT USE SCRIBNER'S



NOW is the time to send in your dollar and get

#### ART IN ADVERTISING

...FOR 1895...

and the new Supplement of Cuts free of charge

# The Union Gospel News

CLEVELAND, OHIO

Will be found one of the best Advertising Mediums for 1805

Over 150,000

**Guaranteed Weekly** 

Circulation



Undenominational

Reaches the

**Homes Direct** 

Rates sent on application

# ADVERTISE The Hearthstone

AND DRAW
PROFITABLE TRADE

Circulation, 600,000 every month.

Subscription price, 25c. per year.

Advertising rates moderate.

The Hearthstone Pays Advertisers....

Address, 285 Broadway, NEW YORK

#### POPULAR MEDIUMS.

#### MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 3,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

#### Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 12,000 daily. One-ninth cent per line per thousand.

#### Boston.

A MERICAN CITIZEN, Boston. Leading A. P. A. paper. 22,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

#### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

#### ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

#### MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 3,000. Largest, most enterprising, third richest county in America.

#### COLORADO.—Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

#### CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

#### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

#### Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

#### NEW YORK.—Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

#### New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for Advertising Rates, 78 Reade Street, N. Y.

#### PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION syndicate of 22 Church MAGAZINES. 35,000 copies into the homes of church members.

TABLE TALK, circulation 23,000. Best for Household Goods.

THE MEDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

#### OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

PRINTING INKS—Best in the world. Carmines, 12½ cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application Address WILLIAM JOHNSTON, Manager Printer's Ink Press, 10 Spruce St., New York.

#### Advertising Experts.

"CAN write Advertisements to match the color of your necktie. (Bond, of Boston—16 Central Street.)"

PARVIN'S ADVERTISING AGENCY, Cincinnati, Ohio, can suggest paying mediums at lowest prices.

THE ST. AUGUSTINE NEWS offers a beautiful set of "COSMEON" TOILET ARTICLES—brush, comb and mirror—the new aluminum product of the Florence Manufacturing Company, to the person who shall make the greatest number of English words from the word "Cosmeon." For conditions write to F. G. Barry, Publisher, Utica, N. Y.



# Shooting at Shadows Don't Pay Enterprising Men!

Fools and dupes only can afford to waste powder on airy possibilities and schemes constructed out of wind. Statistics show that only four persons out of one thousand make a substantial success in life. We will tell you how to be one of the fortunate.

A large confectionery manufacturing company of Canajoharie, N. Y., own the famous Prof. R. L. Hamilton remedies, which for 55 years have been as standard as gold on the market. Probably 25 fortunes have been made with them, and their owners have been regarded as benefactors by hundreds of thousands of persons for having brought them to their attention, because of the cures they have wrought. Prof. Hamilton's Medicated Cough Candy (a 10c. article) alone has in it the germ of a fat fortune. Hamilton's California Indian Ointment is another single remedy that sells itself on merit, and Hamilton's Chemical Eye Salve, sold everywhere, is regarded as the best on the market, while Dr. Seeley's Magnetic Balm is likewise well known, and Hamilton's Root and Plant Pills and Indian Liver Pills take no rear seats for any similar remedies before the public.

The above remedies have not been advertised in 20 years, yet the sales in 1891 were \$1,545.23; in 1892, \$955.96; in 1893, \$742.16; in 1894, \$855.33. The average for the four years, \$1,024; the average profit about \$850.

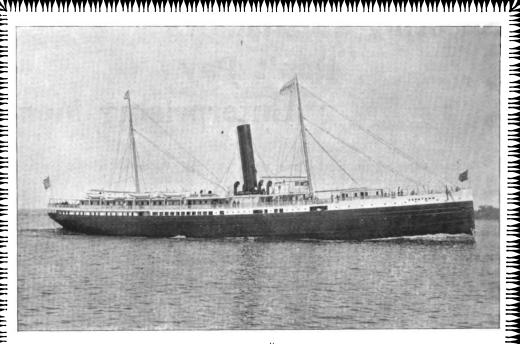
The regular business of the company is so large that the handling of the Remedies is necessarily neglected, and it has been decided to dispose of them. Like Grover Cleveland and the bond issue, we will fix the value at which we will sell regardless of how much is made with them by others. Our price is \$5,000 for names, copyrights, formulas, stock on hand (valued at \$700). We will take one-half cash down and balance in acceptable paper. First come, first served.

#### By Way of Suggestion

The possession of these Remedies would be a nucleus for the formation of a stock company on a sure foundation. There would be no shooting at shadows, as an income sufficient to pay a good interest on the investment is now being earned. A little judicious advertising would soon make a company on a \$50,000 capitalization pay 10 to 20 per cent. If acquired by a company now in existence, but only on the verge of success, they would be valuable as a leverage to increase the capital stock, inducing more money, and be the means of bringing the whole shooting match to substantial dividends. To a firm having other remedies that are successful they could be worked in without difficulty and be a never-ending source of revenue, and in many other ways they could be handled by persons who understand the art of advertising.

Further information will be given by addressing

H. C. BROWN, 80 Fifth Ave., New York CHARLES G. PETTIT, Canajoharie, N. Y. WILLET F. COOK, 110 Fifth Ave., New York



OLD DOMINION SHIP "YORKTOWN."



OLD POINT COMFORT, NORFOLK, VIRGINIA BEACH, RICHMOND, BALTIMORE, WASHINGTON, Etc., Etc.

In magnificent new steamships of the . . . . .

# OLD DOMINION LINE

Every Comfort and Luxury Provided for Passengers with Return Privileges by Rail if Desired. . . . .

The season at Old Point Comfort is now open, and places of interest, such as Fortress Monroe, Hampton Industrial Institute for the Education of the Indian and Colored People, within half an hour's ride.

W. L. GUILLAUDEU, Vice-President and Traffic Manager
PIER 26, NORTH RIVER, NEW YORK

Description of Tours will be mailed to any address free on application.

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The Forum
The Forum

It stands As an

Advertising Medium

The Forum

As it does intellectually

The Forum

The Leading Review of the World

It has a larger circulation than all the other non-illustrated magazines of America combined

The Forum

The Forum Publishing Company
New York

# IPPINCOTT'S



### MONTHLY MAGAZINE

A COMPLETE NOVEL IN EVERY NUMBER



J. B. LIPPINCOTT & CO.

Philadelphia, Pa.



QUEEN OF GREECE.

Half Tone and Line Work. Buildings, Catalogues, etc., etc. Original Sketches. H. C. Brown, 80 Fifth Avenue, New York City.

# INDIANA

#### I COVER INDIANA AND INDIANA COVERS ME

The cities in Indiana are all good. As the Irishman said of whisky, "There's none of it bad; some may be better, but it's all good." And so with the cities in Indiana.

Take\_

### **EVANSVILLE**

for instance

Evansville is the second city in size in Indiana.

The population in 1894, based upon a conservative estimate, is 70,000.

The population in 1880 was 29,720.

The population in 1890 was 50,760; 73 per cent. increase.

Fourteen daily papers and periodicals. Chief among them is THE COURIER, fifty years old, with daily circulation of 7.500: Weekly, 9,000; Sunday, 8,000.

A public library with 19,000 volumes.

Ninety incorporated companies representing large capital.

Evansville is a port of entry with a district and local board of inspectors for steam vessels.

It's a star town in every respect and THE COURIER is the paper to use.

GENERAL EASTERN AGENT

#### FRANK S. GRAY

12 Tribune Building

New York

ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume 1X., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

Address all communications to

ART IN ADVERTISING CO.

80 Fifth Avenue,

New York.

#### AMERICA'S GREATEST ILLUSTRATED PAPER

SPORFIZO DUPARTMUST BY W. T. BULL



ロストレフトロ R A C I N G A T Н I C S

EASTER NUMBER—with Bicycle Department closes for the press March 30th. Will be handsome issue with cover.

WILLIAM L. MILLER
Manager Advertising Dept.

ARKELL WEEKLY CO.
110 Fifth Ave., New York

# SIGN PAINTING

A MECHANICAL PROCEEDING

? \_\_\_\_HOURS OF LABOR

as Compared With

### "HARD HITTERS"

GOMMANDING & UNGEASING

INFLUENCE

THE ATTENTION

ENTIRE POPULATIONS

# "THE BIG ELEVEN" GIRGUIT

GHIGAGO — ST. LOVIS, KANSAS GITY — OMAHA, ST. PAUL — MINNEAPOLIS

MILWAUKEE-DETROIT, GLEVELAND-GINGINNATIL

LOVISVILLE

# GUNNING SYSTEM OF Display.

#### ATTENTION!

A Purpose Accomplished.

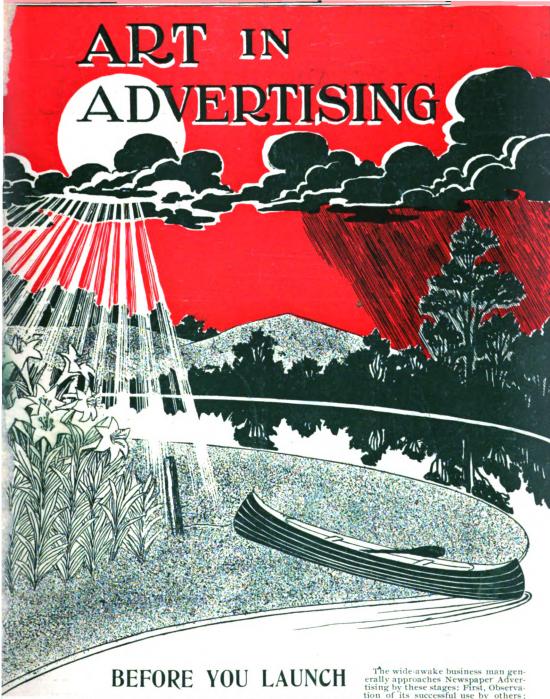
### GUNNING'S TERRITORY CONTRACTING SERVICE

IS GONDUCTED ON THE SAME PRINGIPLE

IT MEANS A PROCLAMATION IN EVERY TOWN-ABSOLUTE ASCENDENCY IN EVERY MARKET OF A STATE OR DISTRICT — MAKES YOU AS FAMILIAR TO EVERY INHABITANT AS THE LOGAL POST OFFICE

IS CONDUCTED ON A SYSTEM THAT POSITIVELY INSURESTHIS RESULT.

THE R.J. GUNNING O. EXECUTIVE OPPIGES \_\_ CHIGAGO



Second, Inclination to test it himself; Third, Realization of his lack of experience and proper facilities; Fourth, Desire to ask questions concerning its successful use in his own line. Upon where these natural and proper problems are taken for solution the making or unmaking of a newspaper advertiser generally depends.

The business man who wishes to look as carefully as possible refore he leaps is welcome here to experience and advice which many others have declared most valuable. We want no business that does not clearly promise to be profitable to the advertiser. Will you see us before you launch?

N. W. AYER & SON, Newspaper Advertising Agents, PHILADELPHIA

# THE JOURNAL



The · Curtis · Publishing · Company · Philadelphia-

715,000 copies printed

Digitized by Google



Entered at the Post Office at New York as second-class matter.

VOL. X.

APRIL, 1895.

No. 2.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York. CHICAGO OFFICE, NEW YORK LIFE BUILDING.

London Office, 45 Holborn Viaduct.

H. C. Brown, President.

E. L. Sylvester, Editor.

Copyright. All rights reserved.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

#### THE DEPARTMENT STORE

ONSIDERABLE space has lately been given by the metropolitan journals to a consideration of the department store and its relation to the small retailer. In great centers of population like New York, Chicago, Brooklyn, Philadelphia, Boston, etc.. the tendency of the erstwhile dry goods store is all in the direction of centralization. The vast capital at the command of these organizations is doubtless a source of great strength, but success comes chiefly along other lines. They understand and appreciate the great power for good in advertising and do not hesitate to avail themselves of its advantages. The smaller store has hitherto observed a position of indifference; in many cases of open hostility not alone to newspaper advertising, but to advertising of any kind, barring always, of course, that short cut to wealth, the church fair program.

And yet the problem of advertising a small store in a great city is not one of easy solution. The average corner grocery depends largely on its immediate neighborhood for support. To reach their customers through the medium of the daily press would be almost ruinous. The circulation of the paper being general, much of the effect must of necessity be lost. In the large cities it is hardly to be expected that a customer can be brought from one side of the town to another unless a very large inducement be offered. And yet there is a man in New York who manages to make his advertisement to cure smoky chimneys pay him very well. It runs nearly all of the time in one of the papers, and the fact that it has been continued a long while is conclusive proof that it pays. The number of persons who have smoky chimneys is not to be compared with number of persons who constantly in need of groceries. We do not contend that even the smoky chimney man's scheme would be just the thing for a retail grocer, but the principle is the same. Every man must decide what sort of publicity will answer his requirements and act accordingly. One thing is certain, people will go where they can get goods the cheapest. All the agitation of all the retail associations in the world will not alter this trait in human nature. If you sell just as cheap and no one knows it, the trade will surely go to him who makes this known to the general public.

We have printed at various times the experience of retailers who have profited by adopting the tactics of the department stores. And for the benefit of those who have no knowledge of advertising outside of newspapers we reprint the experience of a New York merchant which appeared in our columns some time ago.

Editor ART IN ADVERTISING:

DEAR SIR: Starting in business with twelve hundred dollars and an excellent credit in the Ninth Ward, New York, three blocks from the North River, I did a business the first year, 1887, of about \$20,000 in a store 20x50 feet. This business did not come to me without effort.

I first tried common handbills, advertising a specialty. I persisted in this method for six months with fair results. I always had a sign over my door neatly lettered with a catchilyworded phrase relating to some specialty. I soon found that the popular price for a certain garment much in demand, (for I sold ready-made clothing), was three dollars.

I found an excellent garment that I could sell for three dollars. I secured samples of the goods, attached pin tickets with price, etc., and had them distributed about our neighborhood. This was by far the most effective advertising I ever lid. Let me add that its success depends on the person who distributes. Don't hire a boy. You might get a good one, but it's not likely. The retailer whose business will allow of his distributing small samples of his goods, with prices attached, will find that it will mark him in his locality.

Trade in a certain line of goods, which properly belonged to my business, was being rapidly monopolized by the department stores until the profit on these goods hardly paid the interest on the capital invested. I was tempted to give up this line as many other retailers have been forced to do with goods they were accustomed to sell. Instead of yielding I bought more, chance favoring me with a particularly desirable lot. I went through the whole line and marked every garment close to its cost; I then filled a window with the goods, marking everything plainly. 1 engaged space in two lines of horse cars, passing in my neighborhood, and contracted for one hundred dollars' worth of bill posting in my locality. No matter for what purpose a person came in my store, I introduced these goods and required my clerks to literally carry out the text, "No trouble to show goods." I soon noticed a decided increase in the sale of this once despised stock. It is now the liveliest stock in my store. It brought me new trade, who not only bought goods on which there was a more satisfactory profit, but recommended to me many customers. You can cultivate a memory for faces and names. This is, in my estimation, important. A nod of recognition from the proprietor as his customer enters, whether he attends to him or not, helps a sale and popularizes his store. These are a few of the methods that I have pursued in my business. I had to move in March. 1892, to a store in a more central location, with four times the floor space of the old one.

G. W. VINCENT,

171 Sixth avenue, corner Twelfth street,

New York.

In another column will be found the opening installment of an exceedingly interesting paper by Mr. James E. Powers, who requires no introduction to our readers. It contains the outline of the tactics designed to be employed by him in connection with the advertising of the Messrs. Gimbel Bros., of Philadelphia. The Gimbel Bros., it will be recalled, opened a department store in that city, and the advertising, at the start, was in charge of Mr. Powers. The arrangement, however, terminated at the expiration of a month, and the plans in view were consequently abandoned. What their probable effect would have been is therefore largely a matter of conjecture. But Mr. Powers' contribution will, nevertheless, be read with much interest. It ought to prove helpful to retail merchants everywhere. In last month's issue we reproduced the first of the Powers' advertisements, together with some comments from Mr. Powers on the subject.

ART IN ADVERTISING is now regularly on sale in London. Copies can be had at all times at the office of the publication, 45 Holborn Viaduct. Mr. T. B. Russell, whose monthly letter forms one of the most popular features of the paper, has been appointed English representative. It is singular to note that while our own countrymen take it as a matter of course that an advertising journal should be typographically neat and correct, our English cousins grow quite enthusiastic over the fact, and repeatedly congratulate us on that score. One wildly hilarious subscriber, not knowing our terms, sent us \$15 in order to make sure that it would be enough.

These Englishmen have money to burn.



HE popularity of the ten-cent magazine is one of the surprises of the day. leader in this class, Munsey's, now claims a circulation of 550,000 copies for the April issue. with a tendency toward a further increase in May. These are, of course, the publisher's figures, but Mr. Munsey has again advanced his advertising rate card, which is very strong evidence that he feels secure in his position. It will always be a matter of more or less difficulty to get at the correct circulation of any publication, and in the magazine field especially; a policy of reticence on this point has always been in vogue by the older magazines, which complicates the There is, however, a situation still further. tendency on the part of the newcomers to court investigation of circulation, and possibly the stress of competition may yet create a decided change all around in this particular.

So FAR as we are able to learn, the ten-cent magazine fills a hitherto unoccupied field. It does not seem to cut into the higher-priced publications. We have no reason to believe that Harper's or Century have felt the competition in the least, and there is no valid reason why they should. They cater for an entirely different class. Their circulation is not of a character easily changed. It has taken years of infinite labor to build it up and it has been built up entirely on the merit of the magazines themselves. There has been no forcing process or undue stimulation. Consequently there is no danger of a sudden collapse.

In the case of the fifteen-cent periodicals the situation remains about the same. claims 60,000 copies and the Cosmopolitan about The strange thing about the Cosmopolitan is the fact that the reduction in price, from twenty-five to fifteen cents, has had no appreciable effect on the sale. About the same edition was printed at twenty-five cents as is now printed for fifteen cents. The increased manufacturing facilities at Irvington have helped to reduce the cost of production to a great extent, but the cut in price has done nothing, practically, for the circulation. This may be accounted for, perhaps, on the ground that a quarter will now purchase two magazines while before it would buy only one. People do not seem to want to save the difference in price so much as to get more for their money, at all events the case of The whole tenthe Cosmopolitan is curious. dency of a reduction in price has been to increase circulation, but this is probably the exception that proves the rule. Scibner's now occupies the twenty-five-cent field entirely alone, but we do not hear of much change either one way or the other. Their series of articles on the history of the past twenty-five years is certainly going to help them. It is good salable stuff and has good advertising capacity.

IVORY SOAP is being exploited in the surface cars by means of some bright new pictures and jingles. With the De Long advertisements and Ivory Soap, and one or two others, a Broadway cable car is like an overgrown edition of Mother Goose, run on tracks.

#### LONDON LETTER.

By T. B. RUSSELL.

HE accompanying page of mixed advertisements is selected from a London weekly, well-known in America-the Illustrated Sporting and Dramatic News. The Sporting and Dramatic (as it is commonly called) has a rather peculiar circulation-not colossal, but very highly classed, and enormously far reaching. Onslow, an ex-Governor of New Zealand, said that in his farewell progress through that colony he found various home newspapers in various clubs, but the Sporting and Dramatic everywhere. The same would probably be the case in India, Australia, and all the English dominions, generally. It is the club man's and sporting gentleman's paper, and reaching the libraries and smoking rooms of most country houses.

The Times said of it fifteen years ago—and the same is true to-day, "It is a feature of this paper that it is dramatic without being 'theatrical,' and sporting without being slangy." Sporting news means, in its pages, not the betting ring or bookmaker's news, but news of sport in the higher and better acceptation of the term; and it covers such things as fox-hunting, otter-hunting, athletics, skating, yachting and the like, as well as horse racing. Sales of race horses and blood stock are advertised largely in it in the autumn, and looking over an early copy—somewhere about 1877—the other day, I saw column after column of what are called "stud" ads. The latter, however, are not now admitted.

I CALLED at the Sporting and Dramatic News office yesterday, in the interests of ART IN ADVERTISING, with the view of trying for some unpublished information in regard to the paper, that might lend interest to the advertisement pages I am sending for reduction; and I had a long interview with Mr. Walter Clifford-Weblyn, the proprietor, and Mr. George J. Maddick, the manager and publisher. The paper, I learned, was printed in 1874, by a Captain Tyrrell, himself an excellent judge of horses and stock, and a favored writer on all sporting topics. Captain Tyrrell was less felicitous as a proprietor than as a man of letters, and he contrived to drop £4,000 over the venture in somewhere about four

months, though he afterward got out of the



paper all that he had put into it. The concern flickered between life and death for some months, passing for a time into the hands of the great newspaper family of Ingram, proprietors of the Illustrated London News, at present represented by Sir William Ingram, M.P., and owning the Sketch and Lady's Pictorial as well as the London News. From the Ingrams it passed to the present proprietor, in 1876, running at a heavy loss, with only about £30 of "ads" a week. From that time, however, to the present, its sale of advertising patronage has steadily increased, the old advertising figure having multiplied itself fifteen to eighteen fold, on a weekly average.

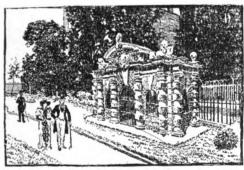
I asked Mr. Weblyn, as a piece of newspaper news, if he could specify the source of this steady progression, and he unhesitatingly gave the credit to Mr. Maddick. "It is the business gen-



FROM THE DAILY CHRONICLE

ius of Mr. Maddick that has 'made' the paper," he said, "and I doubt if anyone else could have done it. As a newspaper manager and advertising man Mr. Maddick stands at the head of his profession, and you know, of course, how often his opinion is sought as an arbitrator in important newspaper matters."

Mr. Maddick deprecated this a little. "I suppose I understand my business," he said, "having been born, so to say, in a printing office. But our illustrations have had a big share. Mr. Weblyn is his own art editor, and we have steadily adhered to art, as opposed to mere process, in our pictures. Where we want to represent a photographic portrait, we sometimes reproduce it in half-tone. But when we want an illustration, it is a picture that we reproduce."



FROM THE DAILY CHRONICLE

Mr. Weblyn confirmed this. "The Sporting and Dramatic," he said, "was the first large newspaper in the world to produce full-page illustrations of theatrical scenes, and we have some of the best artists of the day on our staff. We have reproduced, in colors, three pictures by Sir John Everett Millais, ranging in value from fifteen hundred guineas to four thousand. Among our regular staff of illustrators we have, to put them alphabetically, Fred Barnard, Stanley Berkley, Alfred Bryan ('A. B.'-the caricaturist), Gordon Browne (a son of Dickens' illustrator 'Phiz'), S. T. Dodd, Davidson Knowles, Herbert Railton, Lancelot Speed, John Sturgess, Holland Tringham, and Louis Wain-all names that you must know well-as well as a large number of others."

The Christmas number of the paper, published every year under the specialized name of Holly Leaves, is sold under a peculiar system, by means of which it is placed on sale for the first time in every part of the world on the same day. There is no doubt that to catch the wealthiest leisured class in the English community throughout the world the Illustrated Sporting and Dramatic News is an indispensable medium. The rates are not outrageous—about \$120 a page, series rate; but it is a fixed principle, I was told, of the office that scale prices are rock prices, not to be varied under any circumstances whatever. There are newspapers in England of a good deal



FROM THE DAILY CHRONICLE

more pretension that would be bettered by an adoption of the same principle.

A RECENT notable departure in London daily journalism is the excuse for a somewhat unwieldly illustration to the present letter. The Daily Chronicle has, for the past month or more, illustrated itself, and one of its picture pages is reproduced in miniature here. The departure spoken of is not, of course, in the mere introduction of pictures. All the dailies have had occasional pictures at times - occasional in both senses of the word. Even the desert page of The Times sometimes blossoms like the rose with a map of some recondite region. But these pictures have always been more or less diagramatic. The limitations imposed by fast printing and rough paper have always seemed to preclude illustration for art's sake. The Daily Chronicle seems to have discovered the fact that art and speed are not incompatible. Its pictures have been things of real beauty-a beauty obtained by an instructive subordination of treatment to. Sir E. Burne Jones and Mr. Walter Crane have furnished admirable cartoons. The artists of the present page are Jo. Pennell, Raven Hill and Alfred Parsons, R.I. Their pictures will suffer by reduction, but I think that the beauty of them will still be apparent. Mr. Pennell's masterly employment of black mass will be noted as a piece of truly artistic ingenuity. Mr. Pennell is an American, by the way, and

the husband of the clever lady who writes for magazines as Elizabeth Robins Pennell, and who, as Miss Elizabeth Robins, is the unapproached stage exponent of that pretentious fin de siècle dramatist, Dr. Ibsen.

THE Chronicle is, in all respects, going ahead, and has risen from a secondary position to that of the most popular daily in London. Alfred Ewen Fletcher, the editor, has the gift of impressing a strong personality upon the paper, and every day sees the Daily Chronicle more firmly established as the organ of the progressive democracy in England. Mr. Fletcher is a silver-haired man, not yet old, despite the mark that indefatigable labor, the most wearing of all professions, has set upon him. He is, in fact, but 53-a quiet, earnest man, with an ineradicable hatred of swelldom and show, and a big heart that makes the Chronicle blaze with indignation at any tale of wrong, and vibrate with sympathy to any note of suffering. was the Chronicle, mainly, that won the great coal strike of 1893 for the miners. If you meet



FROM THE DAILY CHRONICLE

Mr. Fletcher on the railroad you find him in a third-class carriage. His sympathies are all with the people, and it is with the people that he likes to travel, as he likes to live.

\* \* \*

You probably know before this that Mr. A. B. Scott has taken over the European branch of Scott & Bowne's work, Mr. S. W. Bowne retaining the charge of the American continent. My friend, Mr. R. J. Davis, who has so long managed the London depot, is at this moment seriously ill—and Mrs. Davis is ill, too—with that abominable complaint, the influenza (La Grippe).

THE Posters' Exhibition at the Royal Aquarium, of which something was said in a previous letter, was enriched toward its close (which takes place at the end of this month) by the addition of some of the Century Company's window bills for St. Nicholas and other publications. The design for Mr. Palmer Cox's "Brownie Book" was much admired-not more so, however, than several other of the Century Company's bills. The whole exhibition was a great success, and it has given a decided fillip to what a satirical bard called "the cult of the poster artistic." It had, however, little effect, so far as one can see up to the present, on English hoardings. The old class of English poster holds its own, leavened by the occasional and always admirable excursions of Mr. Dudley Hardy. But Mr. Hardy's posters were in abundant evidence long before the exhibition was born or thought of.

London, February 26, 1895.

\* \* '

A Broadway glove house is showing in its windows a lot of gloves, with one dollar bills displayed here and there among them by way of price mark.

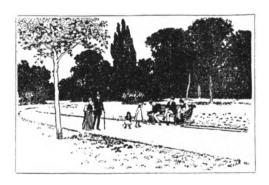
Our policy is-

- 1. To have the goods to advertise.
- 2. That the advertisement read as naturally as you would speak to the customer.
- 3. To avoid excessive values and quantities; that it is as effective to state "A Lot" as it is "1,000 Pieces"; that it is bad policy to state that your fifty-cent goods are actually worth \$1.00.

We often hear it said, "The public liked to be fooled," but we don't believe it. There are facts enough in the trade to advertise, and it is a great satisfaction to look over one's own advertisement and feel that you are not much of a liar.—Scruggs, Vandervoort & Barney, St. Louis.

Of course the underlying supposition in all these answers is, that you have at the start an article worth advertising.

Other firms made practically the same statement.



#### MR POWERS' TACTICS AT GIMBEL'S.

By HIMSELF.

HE gossip of my engagement at Gimbel's is of no account. The tactics I used, how I used them, and the result, may be useful. They applied to me some time last summer. I recommended two or three men. They then asked if I would "start them off." I sent them a little book and said, "If you want to conduct your business in some such way as that, yes; if not, no." They agreed. I then told them what my tactics would be, sell at cost till established, at least for a year, very likely more; that I would stay one month or two or three months, at their pleasure, and leave them whenever they should feel able to go on alone. They agreed. No engagement was made, however, till Monday, October 1. I had been over to see them Saturday, and they had agreed: (1) Sell at cost; (2) no odd prices; (3) no lying; (4) no obstruc tion.

I was generously released from a prior engagement on Monday and took the one o'clock train for Philadelphia.

They had arranged for a very grand opening of the new store for Wednesday to Saturdaygreen house stuff, etc. They had prepared page advertisements. I said, "Cancel your orders; I'll use a column or two at the most; no pictures." Talked till the store closed, to get acquainted. After supper wrote advertisement for Tuesday's evening papers, about three-quarter column, beginning: "Good people: We have been here six months and have not yet told you or shown you what we came for. Now we are ready. Shall do it to-morrow. More: We shall tell you why we dared such a venture with everything out of joint in the business world." This, and subsequent advertisements were set in oldstyle pica without "display," date at top on the right and address on the left, at end, in agate, signature on the right in pica caps and small caps. All advertisements were submitted to the managing partner before publication.

Wednesday, October 3, advertisement began with family history: "We are seven sons, etc."; business history: "Went to Milwaukee and prospered there. We have substantially no competition in that smart city, etc.," description of store: "We have the handsomest store in town,

which is nothing; big enough to ruin a merchant that don't know how to fill it with business, etc."; and our tactics: "You shall have your things without one dollar of profit all this year, and next, if we have to. . . . We have no business to speak of, haven't been ready. . . . Everything warranted. . . . Bring it back if you'd rather have your money. . . . Everybody entitled to credit shall have it: monthly account."

Thursday, 4.—" There is a way to conduct the dry goods business to satisfy wants that exist in every civilized city, a way that commands immediate trade. That way is imperfectly shown, it may be imperfectly known, by your merchants. We know it and practice it. . . . 'Do as you would be done by'. . . . It is a high-priced city. That's why we are here—for contrast."

Friday, 5.—" When a great big store is built on the ruins of late disaster, something has got to be done to fill it with you. We've got to have you. We tell you frankly, we plan to come out at the end of a year without one dollar of profit. That is our scheme and the whole of it. Pay for the goods and the cost of getting them to you—not one cent for profit on anything. By and by, when you know all about us, will make some money. This year it will do us more harm to make than to lose."

Saturday, 6.- "You must know that we guess as near as we can at the cost of our stuff and mark it that. Not a cent left over, if we guess right, by the year. We pay the newspapers something to tell you; we pay you more to come and get it. If we could give you the whole of the money direct, we'd skip the newspapers. If we could scatter the stuff among you without employing a thousand well-dressed and mannerly people to show it and help pick it out -we work for nothing ourselves, we seven you should have it this year for the very number of dollars and cents we pay for it all. We want you to see how wise it is for us to refuse all possible profit this year for the sake of our getting our proper place right off instead of waiting for it years and years, as the custom is."

Saturday night I said to the managing partner: "It was proper for me to take for granted that you

would mark your goods and instruct your heads according to our scheme, so that my advertisements should be true and your employees understand it. You haven't done either. I know its a mighty difficult thing to mark a storeful of goods at cost when nobody knows what cost is; but you haven't begun; and your people don't understand what is going on. Your goods are no cheaper than anybody else's; your people think I am the biggest liar they ever saw or heard of; and they wonder what you mean by standing back and letting me disgrace you so.

"I am ready to print on Monday (we didn't advertise Sunday): 'We see we are going to sell more goods than we have counted on; our costs are going to be less; we can make our prices less.' How long will it take you to go over the whole store and mark down everything that can be marked down?"

"We can do it in two days, if we can get at it."

Then I made my first blunder. I ought to have said: "Very well; close up Monday and Tuesday. I'll have signs in the windows saying: 'Store closed to mark down goods. Open Wednesday morning.'" I spoke of it, but did not advise it. I said: "I see no other way. I must go on lying till you can get over the store. Will you do it right off?"

"Yes."

It was understood, of course, that goods with 20 per cent. margin or less, were at cost or less already, and shouldn't be touched. But when they came to goods with 30 or 40 per cent. on them, they thought of others with 10 or 15 per cent. and hesitated—"How are we going to make up our losses?" Besides, there was a Jewish holy day in that week. Saturday night came, and nothing had been done to bring the store into harmony with the advertisements. I said: "Gentlemen, the instant I make up my mind that you are not acting in good faith with me, I shall quit."

"Oh, but we are." . . .

I accepted their promise to go right at it, and on Monday, October 15, printed what I was ready to print on the previous Monday, viz.: "We shall sell more goods than we thought; expense will be less than our estimating; costs will be less. We can pitch our prices lower. We have gone over the store and marked down such goods

as will bear it best. . . . 'Selling at cost' is the oldest lie in trade. We have caused a good deal of anxiety among our friends by telling our truth in the words of that old lie. We couldn't help it. There wasn't any other way to say it. We shall get found out, and shall get the trade; are getting it. That's what we are after, and all we are after."

We hadn't "gone over the store and marked down," but had begun. I must go a little ahead of the fact.

It was impossible to tell the truth yet; but, if I had quit then, I should have failed with success right ahead of me. I didn't undertake the job without providing against this dilemma; but here I was in it and had to get out. The only way out was right on; I had got to lie for a few days more. My lies were these general representations. The advertising consisted chiefly of merchandise items, and these being true, produced the impression that all was true. It would have been, not virtuous, but silly-no, it would have been impossible—to expose the fact when my firm was getting into harmony with the plan agreed on. One may be as careful of the truth as he pleases when he is for open country; but, when he is in a scrape, he had better get out.

Tuesday 16.-" If we had needed credit in starting here and had told the banks that we were going to make immediate profit, they would have said: 'Young men, you will fail. It can't be done. No man can start a big new store without any trade to begin with, and make a profit right off. It can't be done. You are rash.' And yet, when we frankly confess that we won't make money at present, some of you don't believe it! Monstrous! Be reasonable. The volume of trade that will come from selling at cost for a year is worth more than any possible profit. We are selling at cost. . . The merchants begin to see what is going on, and what do they do! Mark down their poor styles and call that 'meeting' our prices! Look out for 'em!"

Wednesday, 17.—" Consider again, Philadelphians, where you had better have your account this year. We are selling at cost."

Thursday, 18.—"We can't expect to guess within \$50,000 or \$100,000—we may make or lose as much as that in a year in trying to sell at cost. We've got to guess. Which way, do you think, we'd rather err? If we should make \$100,000,

how the critics would jeer at us! What if we lose it? Shall have established a trade with five times that. We are making money out in Milwaukee. Wait a year before you set us down as either liars or plungers."

Friday, 19.—" Selling at cost; buying every day to sell at cost. We shall sell at cost till we think you know pretty generally what sort of a store we keep. It has never been done before, we suppose: this starting a big new store full size without any business. If merchants all over the country knew what's going on they'd flock to see. What is it, creating trade? No; it's too hard times to create new trade. We're getting it away from other merchants: first, by selling at cost; second, by doing the business right.

"When we mention Irish Point curtains at two dollars a window, almost every reader thinks of having been drawn to see some worthless stuff at an impossible price; and you stiffen your purpose never to be deceived again in that fool way. Will you try once more? If we deceive you once, that settles it. Don't judge us by somebody else's act.

"There are thousands of houses in which this Irish Point could grace the ground-floor windows. They are the ones we want to get at. The \$2 curtains are good enough for thousands of houses; finer would be extravagant. Keep your money for something else."

Saturday, 20.—" The class of trade we want is the class that will buy when the truth is told. We want the truth told in paper and store. The truth is not always enough; we want you to feel it. We want to produce a correct impression, which is the highest refinement of telling the truth. We hope our store manners show that we welcome equally all who want good goods—for the present at cost."

Monday 8, we had said: "This store has had an awful career for the past few years. No wonder we've got no trade to begin with. . . . Shall sell at cost for twelve months at least. Shall be misunderstood and not believed by many; but they who come will find us out."

Tuesday, 9, we had said: "If we pay a dollar for something, a cent to get it here, another cent to unpack it, another for insurance, another for rent, another for telling you of it, and ten cents more for selling it, getting it to you, taking the money, keeping account of that, the cost of that

thing is \$1.15; and that's our price for it, selling at cost. We've got to guess at all these costs but one—we know what we pay for goods. . . . We'd rather be able to say at the end of a year that we've lost than made; for we want the position that selling at cost a whole year is going to give us. . . In another sense it isn't selling at cost at all By the end of a year—we don't mean by the end of December next—the good-will of this business ought to be worth about half-a-million dollars. It will be, if we guess our costs about right."

Monday, 22.—"We are strangers here; we expect to be doubted. The practice of merchants, being such as it is, you are right to doubt. But come; not buy, but come. Your money back if you want it. Buy if you like; your money is yours when you part with it, after you part with it.

"This is a high-price city: first-rate place to sell at cost. We are selling at cost; not going to stay strangers. . . .

"Merchants and salesmen are wagging their heads at our selling at cost; of course they are wagging their heads; they are losing you. You don't wag your head. We expect 'em to wag; let 'em wag. . . .

We had no trade to begin with. . . . When people open accounts we know what it means. . . . Takes time to gather the great constituency that we must have to support this store—with an army of merchants and salesmen wagging their heads outside. . . .

"Don't wait to hear that we've won the town. Come now. A little more competition won't hurt Philadelphia. Serve yourself and your city by finding us out. We are selling at cost for at least a year. . . .

"What does it mean? New store and no trade but shopping? Dear Public, shopping is all we ask for. Come and see the stuff and the people!"

Tuesday, 23—"Merchants of other cities express their friendly anxiety: 'What are you doing?' 'Are you not hurting yourselves?' 'We are astonished at you!' etc. They misunderstand us. If friendly merchants misunderstand us, so must many of you. They read without thinking; they skip; they guess at the meaning; go off at half-cock. . . . We can't be plainer or clearer.

'Why, bless your hearts, dear friends, we are selling at cost and telling the truth about it. Your mistake is, you don't half read. We write with scrupulous care; it's a pity to read us awry.

"We are selling at cost the first year to save time. We've got to do a great big business, and want to begin right off. We've got the goods, the sellers, the room, and we want the buyers. The other stores had the buyers. How should we get 'em away right off? By selling at cost. Is it cheaper to wait? No use to tell lies; the people are used to it.

"We couldn't afford to wait. . . . We wanted the people. We've got 'em begging to come; the store is full of people. . . . It's too soon to say we've got the trade. We are willing to wait for the trade so long as they come. We want all Philadelphia here; it may buy or not, as it pleases—we want it to come. . . . Let all Philadelphia know what is going on; and we haven't half enough room. Come in the morning—come at the less convenient hours—if you'd rather see when the store is less strained."

Wednesday, 24.—" The store is not too full for careful shopping, except for a short time in the afternoons. . . . But come when you can; you are more than welcome to come and look and not buy, even when the store is strained to its utmost. We welcome lookers almost more than buyers. They are the very ones we are anxious for. Buyers we're sure of; lookers we're sure of, too, but in another way. . . .

"We want no profit for ourselves, and don't intend to let anybody else have any, if we can help it. . . . Don't expect every single thing to be cheaper here than anywhere else. Can't do it. Lots of things are sold at cost by all merchants; lots of things below. They don't suspect it themselves, someimes. We shall keep our agreement with you: to guess at our costs, and aim at not one cent of profit this year, and, doubtless, next year, too. We want the store as full all day as it is afternoons; and this is the way to get it. New sort of trade for this high-price town."

Thursday, 25.—"We hope the hard times are going to soften. There are signs of improvement. We think, however, recovery must be slow. It is easy to get into trouble—takes time to get out. And financial trouble hangs on long, because it brings so many other troubles with it.

We shan't wake up the morning after Thanksgiving thinking of Christmas cheer, with plenty of money in hand to provide it. We've got to grow out of our nervous prostration. Takes time.

"It is still as wise as it was a year ago to be careful of money. Perhaps we were wiser than some have thought in choosing this time to start this store, when a dollar is worth two dollars of prosperous times. We are saving you every possible dollar. Fortunately we are making money enough in Milwaukee to tide us over here, without one cent of your money more than we pay for your goods or for getting them to you. We buy for cash and sell at cost, including the cost ot handling. Come and see is all we ask. We want to be understood. Your money will flow this way like water down-hill. We are careful of it. Your money back if you want it. We want to make you as happy as you can be in such times, and we want you to know it is we that are doing it. . . .

"Covert tweed, gray-black, brown-tan-olive, eight more such clouds and mixtures, 50-in., 90c. Paid 85c. for it. Soft, substantial, durable, plain and rich.

"Black wide-wale-diagonal worsted cheviot, 85c. Paid 85c. for it. Less than cost; no man can keep store on ten cents a yard. Not going to tell what we pay for everything; nobody wants to be bothered with such particulars. Come and see; don't buy if you can help it."

Friday, 26.—" If anything said or done in the store looks wrong or is wrong, will you take for granted that we shall set it right as soon as it comes to our knowledge? Not a cent of profit this year and probably next."

Saturday, 27.—"This is going to be the poor man's family's store. We can make it better for you, poor man, poor woman, poor children, because we shall have the trade of the rich. We can make it better for you, rich people, because we shall have the trade of the poor; better for those between the two, because of the trade of the rich and poor together; and better for us, because we serve you all. We don't expect the trade of ignorant, gullible people; we do expect the trade of intelligent, thrifty people, rich and poor and between."

That was my last advertisement published. I wrote two more, of which in a minute.

The store was now full for an hour or two in the afternoons, and the sales had got up to \$10,000 to \$12,000 a day. The feeling of the firm had been: Anxiety in the beginning, then gratification at the response of the people, then uneasiness under criticism. The managing partner said: "You can't make people believe we are selling at cost." I replied: "It is your part to help me, not to hinder me. Make it true, and I ll see that the people believe it. Of course, it'll take time, and there'll always be exceptions; some will find fault, no matter what we do. We've got to go by our own judgment." The uneasiness grew. Said he: "Isn't there something else you can write about besides selling at cost?" "No, absolutely nothing. We are committed to it. It is succeeding. People believe it enough to come and buy, if not enough to silence criticism. That will never come. I am doing exactly what I agreed to do, and you are partly failing to do what you agreed to do. Whatever needless difficulty we have is due to your reluctant and tardy cooperation with me. We are having not one-tenth of the difficulty that ought to arise from that source. It is only a little criticism for which there is good ground. It ought to be more. You ought to remove the ground of it all. And yet, so far as I know, the criticism has no other effect than to scare you brothers. We've got the people and are selling the goods. I am not satisfied. We want the store full from morning to night; but we've got the season ahead of us yet. We've got on pretty fast."

But the scare grew. I stopped concession, and brought the question to answer. A clearing sale of foreign dress goods was to begin on Monday, October 29. I wrote an advertisement for it, throwing off all restraint, and sent it to the managing partner, with a note to say I had done so. It was not approved and I quit.

I keep as much of the personal out of the tale as I can; but put a little of it in, because it belongs to the subject to say that a great many merchants will think they'd be glad to sell at cost till they get well started; they may think it the quickest and cheapest way to get started; it is; but few will do it. The Gimbels are good fellows; good merchants. I saw no sign of anything worse than timidity there. They "didn't expect to make any money for two or three

years;" of course they didn't object to my tactics beforehand. But, when it came to marking down, they hadn't the pluck to do it promptly and systematically.

I advise no man to try my tactics in starting a store, and I shall be a good deal more careful next time to make sure before I agree to begin, that my firm is going to help and not thwart, and be satisfied with success.

Here's the advertisement on which we split:

"Don't believe it, eh? We hear on all sides, from merchants, of course, that we may sell at cost till doomsday, but we can't make you believe it!

"Not surprised that merchants think so. They haven't made you believe their tales. Why believe ours?

"We take no counsel of merchants. Nobody ever started a business as we are starting this; but we are right. What is better than being right, the business is started, and right, too."

And here's another written for November 5:
The first three days of October we sold \$\limes\tau;\$ the first three days of November, \$\limes\tau;\$ growth in month, \$\limes\tau.\$ You came and saw; we conquered. We had no trade to begin with, only a little transient trade. We made it move by selling at cost the nicest things we could get. We consider it transient yet, and shall till we sell at a profit. We thought it might take two years; looks now as if it may come sooner.

"We have been severely criticised for selling at cost. We expected that. It was an immediate draft on every other merchant's trade. Of course he didn't like it; of course he howled and his friends howled. No matter; we've got to bear these little troubles.

"When we stop saying we are selling at cost, you may take for granted that we are beginning to make some profit. We shan't be sudden about it. We are careful people; we shan't consider ourselves established till pretty well known; shall sell at cost for a long time yet."

My reason for printing this is to set forth what I consider the proper tactics for starting a new store. It would be useless to do this without relating enough of the circumstances to show what part of the result is due to the tactics and what part is due to avoidable hindrances. Let me add: The necessity of harping on the one fact (it ought to be a fact with no unexplained exception) of selling at cost is due to the low esteem in which advertising is held by the public, in respect to veracity. Nothing will overcome that but good-natured and interesting repetition of the fact "we are selling at cost" under varying circumstances. And the cause of this small faith on the part of the public in advertising is shown in this joke of a merchant. Said he: "We've tried everything else, I should like to try telling the truth. Let's get Powers.'



### SOME WASHINGTON STORES.

### With Particular Reference to Their Salesladies, Bless 'Em.

"A man who knows the value of the goods he handles, and how to make himself interesting to a nice lady customer perched on a stool listening while he holds up the shimmering silk to catch the light, no doubt will sell a good many fine gowns in the course of a day, a week, a month, or a year. The proprietor may come to think it impossible for a lady saleswoman to do as well.

"But there is at least one firm in Washington which has faith in the saleslady, etc., etc."

This is the beginning of a Washington newspaper advertisement, which is made up of the combined announcements of half a dozen retail dry goods houses. (Just what the advertiser means by "a lady saleswoman" would be hard to say, but it is probably his neat way of making a distinction between that personage and the lady-salesgentleman or the gentleman-saleslady, or something of that sort.) Each of these notices consists of a few lines of reading matter and an uninviting view of the interior of the store. It is not advisable, I think, to give the public a view of your store, unless you are quite sure that the reproduction and printing are going to be of a very superior order. Half-tone reproductions are the best, but, of course, do not show up well in the average newspaper printing. The advertiser whom we quote above follows up his praise of the "saleslady" by a picture of his store, or, at least, one corner of it, in which is depicted some fifteen woodeny little figures, all facing forward, and the whole labeled "Salesladies at Blank & Sons." The advertising of one's clerk is a new departure.

THE tone of patronizing familiarity and reassurance invariably affected in the announcements of dealers who sell goods on the so-called "Credit System," is amusing to say the least. Here is a specimen clipped from a morning paper:

### We don't Know you ==

You say? Don't let that make any difference. If you want to buy FURNITURE—CARPETS—DRAPERIES—BABY CARRIAGES—REFRIGERATORS—STOVES—or anything of the sort and don't feel like putting down the cold, hard cash you can have all the credit you want. We'll take the chances on your living up to your agreement—because our

### Equitable Credit System

doesn't ask you do anything that you won't find entirely convenient. You name the amounts—and name the pay days (once a week or month.)

There is no long rigmarole to be gone through. A promise—that's all.

Another says: "The minute you tell that you will pay a little money once a week or once a month—that minute you are welcome to all the furniture your house will hold."

Another bids us "throw away" our old furnicure and get some new: "Don't say you haven't





Lowest Cash Prices. No Interest. No Notes.



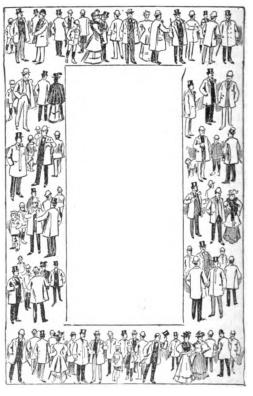
Rugs
Tables
Chairs
Carpets
Mattings
Sideboards
Book Cases
Parlor Suites
Bedroom Suites
Baby Carriages.

got the money to spare—because you won't need it," he says, "our Credit System will fix that all right. You can pay a little 'something down'—for a starter—and then once a week—or once a month—as best suits your convenience—you can chip off a little more of the bill. It'll be all paid before you know it."

A friendly nudge in the ribs is no doubt what is needed by the class of people who buy on the installment plan, and it would seem as though these advertisers regulated the style of their announcements by their knowledge of human nature as represented by this class of custom.

In looking over a newspaper page devoted entirely to advertisements, you will realize the

importance of using, in your announcement, either a cut or striking headline-something which will make it sufficiently different from the others to catch the weary eye of the public. People become so accustomed to the constant presence of these advertisements that they at last fall into the habit of glancing over them, without really "taking them in." In order to have your advertisement noticed, you must take pains to make it noticeable. Pick up a newspaper and glance over its advertising pages. There will be leading lines of various sorts: "Special Sale," "Men's Shoes," "Spring Opening," "Bargains in Gloves," "Gas Stoves," etc... etc., none of which you will notice, unless you are looking for something in particular. But if an advertiser has the hardihood to request you, in good-sized capitals, to "Take Your Dog Out, then, even though you haven't a dog to your name, and, therefore, no occasion to buy him a collar, you will stop at that advertisement to see what it is all about. A headline need not necessarily be undignified, but it should be original enough to attact notice.



## he Collar Can't Get

No time wasted No annovance— No slip -No profanity—

The Benedict Collar Button, sold everywhere, is the collar button you want. Send postal for free Collar Book.

Made by Enos Richardson & Co., 23 Maiden Lane, New York

HERE are a few advertisements clipped from the current magazines; nothing very brilliant about them, but all of them good-good enough, at any rate, to have caught my attention.

THE Dingee & Conard announcement is seasonable, and will doubtless remind others, as it has reminded me, of the possibilities of all those old flower pots, stowed away under the back steps or in the cellar, waiting for spring.

Elsewhere in the magazine we reproduce pictures used by the Monarch Bicycle, Ferris Hams and Robt. Mitchell Furniture Company, respectively. All of them are striking, although the furniture sketch is rather an ancient idea. We have had combinations of women and mantels for months past; one would suppose that no

<del>0000000000000000000000000000000000</del>

Colds - drafts - sudden changes-we've a little watercolored booklet telling about Jaros Hygienic Underwearyou can have it by writing a postal. Jaros Hygienic Underwear Co., 831 Broadway, New York City



one but women ever looked at a m antel or wanted one.



in that old flower pot and make it a thing. of beauty. Plant a D. & C. Rose and it will be a joy forever.

grow and bloom indoors or out, in pot or garden—they are on their own roots. Our new Guide to Rose Culture will help you make a wise selection—tell you how roses and other flowers are grown at rose headquarters and how you can grow them equally well.

If you so request, we will send free, this valuable book and a sample copy of our floral magazine, Success with Flowers.

THE DINGEE & CONARD CO., West Grove, Pa.



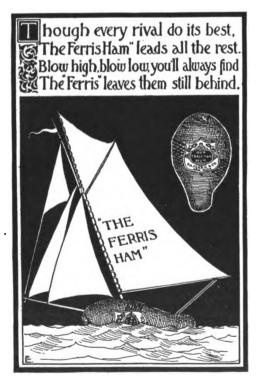
#### THINGS WELL DONE.

"BRICKS, B'GOSH!" is the wild and woolly title of a booklet issued by the Great Divide Publishing Company in the interest of its monthly magazine. Three pages contain some very pertinent facts regarding circulation, rates, etc., and the others are devoted to illustration.

MABLEY & Co., of Detroit, send us copies of their advertisements which have appeared, during the past three months, in the Detroit papers. Most of them are excellent.

BOND, of Boston, has a characteristic booklet which comes to you with your address and a stamp on the back cover; the front page is a symphony in black, yellow and "Bond," and the inner pages devoted to the interests of Mr. Bond's advertising business. A neat brochure.

THE agents of Pillsbury's Best Flour make an



"A little higher in price-BUT-"

offer, through the newspapers, of six cash prizes for the best articles "composed by ladies, unassisted," on the subject of this particular flour. When we take into consideration the fact that four hundred loaves of bread, which were probably "composed by ladies, unassisted," and entered for competition at a recent food exposition, fell short of the required standard of excellence, we imagine that these compositions will prove, for the most part, neither profound nor practical.

To advertisers everywhere—Don't say "don't" when you should say "doesn't."

THERE is one, Williams, who comes to the fore with the brazen announcement of "100 doses for 50 cents"—and it's Sarsaparilla, too!

"GO BY THE LITTLE BOOK ON BEECHAM'S PILLS" is the wording of a large, new sign, seen from the window of a train on the B. & O. R. R. Did the sign painter forget his dictionary or did he mean it that way?

LOVERS of poetry (?) are having a rare treat in the Rey del Rey whiskey ads. in the cable cars.

THE clothier of Philadelphia, who owns that forlorn and weather-beaten elephant, which browses along the various railroad lines, ought to give the poor thing a fresh coat of paint or else remove him from the field. In his present condition his usefulness must be considerably curtailed.

THE Pearline sign, noticed on the side of a down-town building, is a good one. It represents an open window at which appears a fair Pearline lady—looking out, apparently, from the interior of the house. At first glance the effect is rather startling.

SENDERS of booklets or other specimens of advertising, intended for mention in our columns, should see that such matter is carefully put up for mailing, as very frequently these "underseparate cover" articles fail to materialize and we are, therefore, unable to give them a notice.

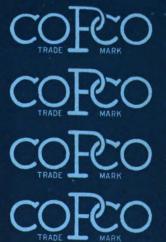


HERE is no soap too good for the baby, and the baby is at the same time the best test for a good soap.

"COPCO" BATHSOAP will not smart a baby's skin. It is most charming for nursery use and for all bathing. Being perfect soap it is as good for the baby's clothes as for its skin.

"COPCO" has many old friends, but now in a new form is for the first time widely advertised. Ask to see it at your dealers. Once tried, always wanted. Made only by

THE N. K. FAIRBANK COMPANY, Chicago, New York, St. Louis.





### "Johnnie's Mother

When she cooks, she cooks with Cottolene."

In this respect Johnnie's Mother differs not from thousands of other mothers who have learned for a certainty that their children can safely eat "good things" if only they are prepared with **Cottolene.** 

If this should meet the eye of a mother whose children have fragile bodies, fitful appetites and feeble digestion, she should at once investigate **Cottolene**.

Let her ask her physician as to the healthfulness of a vegetable oil as compared with hog fat; then next consult her cooking authority as to the adaptability and desirability of **Cottolene** for every cooking use; and then let her try it in her ow. kitchen, so the family can judge of the flavor it imparts to food. Finally let her consider how the smaller amount required contributes to economy.

Such practical tests have placed **Cottolene** in the kitchens of the world. We congratulate those at your table on better things to come when mother cooks with **Cottolene**.

CAUTION.—Cottolene is counterfeited. The genuine is sold in one, three and five pound tins with the name Cottolene and the trade mark—steer's head in cotton-plant wreath—on every package. If you haven't insistence enough to get the genuine Cottolene, you may as well keep on with lard. Cottolene is made only by The N. K. Fairbank Company, Chicago, St. Louis, New York, Boston, Philadelphia, San Francisco, Montreal.





### "HOTES" SIGN BULLETINS

A Guaranteed Protected Service at Yearly Rental.

"A"-shaped sign bulletins are all erected separately and calculated for individual displays. All signs are placed in commanding positions, on leased ground space, at cities, towns and districts in vicinity of stations, and along line of railways and highways of concentrated travel. For special displays "HOTES" sign bulletins (Henderson's patent) have no equal; being "A" shaped, meaning erected at an angle of the letter A, they are wind-proof, self-weighting and indestructible, furnishing a peculiar novelty and easy reading character to the advertisement displayed, differing from the stiff, straight, rigid form and sameness noticeable in all other sign displays.

66 HOTES 9 sign bulletins are NATIONAL DISPLAYS, exceeding a total quantity, upwards of 10,000, prominently located spaces leased and secured, on which we erected and have for sale within a radius of 30 to 100 miles of all the principal cities of the United States, offering complete service at Boston, Providence, Portland, Worcester, Springfield, Hartford, New Haven, Montreal, New York City.

Providence, Portland, Worcester, Springfield, Hartford, New Haven, Montreal, New York City, Albany, Troy, Utica, Syracuse, Rochester, Buffalo, Niagara Falls, Philadelphia, Baltimore, Washington, Harrisburg, Pittsburg, Cleveland, Columbus, Toledo, Cincinnati, Louisville, Indianapolis, Detroit, Grand Rapids, Chicago, Milwaukee, Minneapolis, St. Paul, Omaha, Kansas City, St. Louis, Memphis, Nashville, Chattanooga, Richmond, Savannah, Charleston, Atlanta, Montgomery, Mobile, New Orleans, Galveston, Houston, Dallas, Denyer, Salt Lake City, Los Angeles, Portland and San Francisco.

66 HOTES 99 sign bulletins are also erected, on special orders, for advertisers at most favorable prices and conditions, and sold outright, or at yearly rental; placed along the right of way on lines of all railways

rental; placed along the right of way on lines of all railways throughout the United States and Canada. All of "HOTES" A-shaped sign bulletins are erected in the best and most thorough manner, made by placing clear spruce, chestnut or cedar, 4x6 inch square, 12 to 16 foot posts, three feet in the ground, each at a distance of eight feet apart, with 4x6 back posts, braced with double 2x4 inch back bracing to each post, and two feet above the ground, "clear from snow or vegetation," and boarded up with best white pine, dressed on one side, tongue and grooved lumber, with sign band all around, and painted with two to four coats of pure paints and olis, lettered and shaded in any colors, or with pictorial trademark in the highest style of the art and furnished at the reasonable cost of from one dollar and upwards per unning foot, per year, according to height, length of sign, and quality of material used.

Advertisers seeking good value should make their contracts for all sign bulletins payable by the year and not on the monthly installment plan.

At the first glance, payments by monthly installments, per foot, look reasonably cheap,

At the first glance, payments by monthly installments, per foot, look reasonably cheap, but any advertiser can see by this plan of placing contracts for space, that he is paying much more for his advertising than he would pay if bought at wholesale prices by the year.

All of "HOTES" sign bulletins are erected and furnished on honor at one profit of labor,

All of "HOTES" sign bulletins are erected and furnished on honor at one profit of labor, with no inflated prices for advertising space as offered by the month, under the pretext that such space cannot be duplicated

Lists of all locations of "HOTES" specially erected sign bulletins are offered advertisers, on application, for any city, town or district, with estimates as to quantities which can be advantageously placed, and sample sketches, submitted free, for the advertiser's consideration.

### "HOTES"

NATIONAL ADVERTISING SERVICE OF SIGN AND POSTER DISPLAYS.

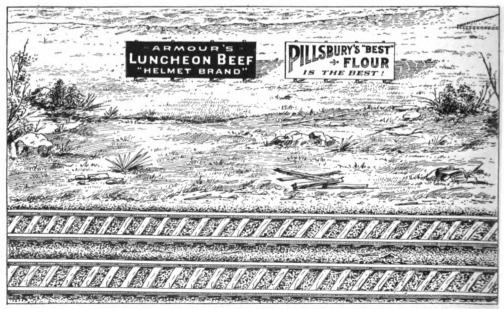
74-76 Madison Street, CHICAGO.

C. S. HOUGHTALING, Contractor.

3 Park Place. NEW YORK.

### View of HOTES New Style "A"-shaped Field Bulletin Signs Erected-Separately on lines of Railways and Highways of Concentrated Travel.





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ONE of the prettiest booklets of the season is issued by Daniel D. Youmans, hatter, New York. This is a dainty specimen of brochure advertising, and, at the same time, is built for business from cover to cover. The size is convenient, and the cuts of the hats well reproduced. The presswork is by Gallison & Hobron Co., New York. The cover shows a pretty design in green and white.

THE STEBBINS MANUFACTURING COMPANY, of Lakeview, Mich., send an illustrated catalogue of their household goods, center tables, ironing tables, combined step ladder and adjustable bench, etc. It is a good, practical catalogue, with the exception of page 7, which we would advise the author to revise, with an eye to grammatical and other errors.

HALF a dozen booklets and folders come from Carson, Pirie, Scott & Co., Chicago. This form of advertising, by the way, seems to stand in high favor with the Chicago company, and all of the specimens sent to us are deserving of especial commendation. There is one booklet devoted to gloves which has a very good cover and is illustrated by reproductions from photographs. One or two of these glove pictures are a little unfortunate in position—the lack of sufficient shadow giving the fingers a chopped-off appearance; but, taken altogether, the

brochure is so well done that we hesitate to criticise this one defect. Another good thing is their booklet entitled "The Silver Question," with half-tone representations of some of their silver and plated ware.

"In the Spring, etc.," is a booklet by the same company, in behalf of their carpets, upholstery goods, etc.; and "there are others," but want of space will not admit of a detailed description. Suffice to say that each is as good as money and care usually make such things. The Carson, Pirie, etc., presswork is by Rogers & Wells.

THE Lancaster Intelligencer (Pa.) issued, on March 9, a huge centennial number of forty pages. One of its interesting features is the full-size, fac-simile reproduction from The Intelligencer and Journal as it appeared in the early part of the century.



THE carnival editions of the New Orleans *Picayunc* are handsomely printed in colors, on good paper, and give really excellent views of the various floats.

THE BERKSHIRE LIFE INSURANCE COMPANY, of Pittsfield, Mass., sends out a four-page booklet under the title of "References." The cover design in red, black and gold is very neat and at tractive.

RUBEL BROTHERS, printers and blank book manufacturers, Chicago, send us No. 2 (Vol. 1), of *The Monthly Blotter*, a "periodical" printed on blotting paper, the usual size for desk use. The idea is not new, but Rubel Brothers have put it into quite good shape.

The News, Joliet, Ill., issued its woman's edition on Washington's Birthday—(or would it be more appropriate, for this occasion only, to say Birthington's Washday?) It is a good-looking production and contains some striking ads., one by "Dyer," groceries, being very bright indeed.

"IT's prettier inside;
Come in and look around."

is the placard displayed by a Washington florist, in his beautifully dressed window.

A FINE example of keen and judicious advertising is furnished by the Old Dominion Steamship Company.

It is scarcely two years since Mr. Guillaudeu began using the newspapers and magazines to bring before the public the attractions of the routes opened up by the magnificent steamships of his company and the great increase of travel to Old Point Comfort, Norfolk and Richmond, Va., has fully justified his wisdom in thus bringing them before the public.

Don't attempt to get up your own signs and placards if there is a professional sign-painter or a printer anywhere within fifteen miles of you. Home-made signs are cheaper and look so; they also suggest a cheap line of goods.

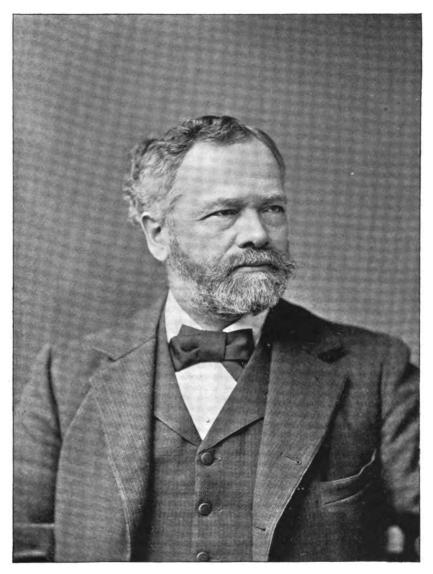
#### A NEW DEPARTURE.

DEPARTURE in the traditions of magazine advertising also appears this month. Messrs. N. W. Ayer & Son, the great Philadelphia agents, have ruthlessly shattered the one remaining barrier to individuality in A colored leaf on blue paper has been accepted, bearing the announcements of Cottolene and Copco Bathsoap. One by one the old traditions of the magazine publisher are going by the board. days of Fletcher Harper such a proposition as has just been accepted would have thrown that worthy gentlemen into a state of collapse. Even as late as 1870 the Harpers absolutely de clined to allow the privilege of advertising in their monthly to any other firm than themselves, and Ayer & Son were the first agency to place advertising on the back cover of the magazine. The advertising was confined wholly to their own announcements. Mr. Roswell Smith is credited with having solicited and obtained for the Century the first general advertisement ever obtained for a magazine of this class. The whole idea of magazine advertising originated with him. Advertisers who have tried from time to time to get some new idea into this department of any of the large publications can testify to the implacable hostility with which such a proposition was regarded. What occult power enabled Ayer & Son to break through the long-established rules would be interesting to know. It is a decidedly greater stroke of enterprise on their part, almost, than it is on the part of Fairbank. At the same time it is fair to say that both are entitled to share in the credit of a departure which is sure to be followed with other and more daring innovations along the same line We reproduce elsewhere a duplicate of the inset in question surely entitled to rank as the star ad of this month, as the Royal's Glad Hand was of last.

SOMETHING must have happened at *Munsey's*. He has got out a rate card which people can understand.

DON'T have too much monkey-business about your advertisement. A plain statement of facts is all the public has time to read.

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MANLY M. GILLAM

### MANLY M. GILLAM.

THERE is every indication that Siegel Cooper & Co. will be accorded a warm reception by the department stores of New York. These Chicago people are wonderful merchants. It is a good thing to have them come to New York. This is the town where their genius, their enterprise, and their ability will be most appreciated.

It is pleasant to note that Hilton, Hughes & Co., the successors of A. T. Stewart & Co., have become imbued with a desire to emulate the splendor of their bygone history. Toward the close of last year a significant move in this direction was the discontinuance of their wholesale department and their final adoption of a retail business exclusively.

This month sees a further improvement in the perfection of their advertising department, strengthened by the appointment of Mr. M. M. Gillam, who comes from Wanamaker's and brings with him several other valuable assistants.

Mr. Gillam's career as an advertisement writer is so well known to the writers of ART IN ADVERTISING that no further comment at this juncture seems necessary. His work in Philadelphia was so well regarded that a weekly advertising paper in New York has found it a profitable business to reproduce them verbatim for the benefit of merchants everywhere

But Mr. Gillam's chief fame is not only as an advertisement writer. He is an adept in the direction of arranging special sales, and in much of the order and arrangement of special openings, etc. No such crowds have ever been seen in the store as attended the spring exhibition of costumes, millinery, etc. The rooms were tastefully decorated with flowers, plants, etc. At every available alcove birds sang, and the effect was decidedly interesting. The duties of the advertising man in a great store nowadays are far more than appear on the surface.

Mr. Gillam is a big man in all the senses of the word. He does not get nervous. Like the celebrated Mr. Johnson in the play, nothing disturbs him. On another page will be found a portrait taken last week, especially for this journal.

TWENTY years ago there seemed but one dry goods store in the whole city of New York. It

is not unreasonable to say that no firm in this or any other country ever enjoyed the celebrity of the house founded and controlled by the late Alexander Turney Stewart. In his day and generation he was unquestionably the ablest merchant the country had yet produced. The only person who may have been said to have at all rivaled him was Horace B. Claffin. R. H. Macy himself conducted the store on Sixth avenue in those days and was the Prince of the West Side, as Edward Ridley was on the East. B. Altman & Co., Stern Bros., Simpson, Crawford & Simpson, H. O'Neill & Co., and many of the other firms now so familiar to the present generation were but commencing. With the possible exception of Lord & Taylor none of them had given evidence of the immense force latent within them. The death of Stewart seemed to have closed an epoch in American commerce. New men, new methods, have succeeded. It is somewhat paradoxical that the successors of Stewart, in their determination to place their store in the front rank, have gone to Philadelphia for new ideas, new plans and new policies. Col. Hilton, Mr. Hogan and Monahan, the present active members of the firm, are all young men, pushing, energetic and right up to date.

And yet this is as Stewart would would have had it. There was never a good man anywhere that didn't eventually find his way into Stewart's. The successors of the famous firm are but carrying out the traditions of its founder. The store itself is probably the handsomest structure devoted to retail business in New York. It occupies an entire block. The future is likely to be a revival of the ancient prestige of the firm, and the progress of the new house will be watched with interest.

ELSEWHERE in this issue we make mention of the catalogue issued by The Stebbins Mfg. Co. We have received from the same firm a specimen of their Misfit Advertising Puzzle which is meeting with a tremendous demand, and deservedly so; it is a good thing, and we take pleasure in recommending the Stebbins special ties to those wishing premiums for advertising purposes.

Subscribe for ART IN ADVERTISING, \$1.00 per year, in advance.



#### CHICAGO NOTES.

THE news of the month was, first, that John R. Walsh had sold out his third interest in the *Herald* and *Post* to Col. Scott for a consideration of about two-thirds of a million. This would give a valuation of about \$2,000,000 to the stock of the two papers. Col. Scott was already the owner of nearly two-thirds of the stock, and gains thereby virtually full control. The management remains the same.

AFTER this came the announcement of the absorption of the *Times* by the *Herald*, and the arrangement by which the two papers were to be published under the name of *Times-Herald*. The consolidated paper will be owned and published by the Herald Co The consideration is said to have been about \$260,000 in stock of the consolidated company. Adolf Kraus, who had had control of the *Times* for a good while, sold out to H. W. Hawley, late of the Denver *Times*, a couple of months ago, and it was with Mr. Hawley that Mr. Scott made the deal.

Mr. Scott has full control of the new paper and will be at once editor-in-chief and managerin-chief.

H. M. SEYMOUR, who has been managing editor of the *Herald* for about eight years, retires. About a dozen editorial men of the *Times*, with Mr. Hawley, will go on the staff of the new paper. So far nothing startling has developed in the policy of the new paper. I suppose it will remain as widely partisan as ever, and that advertising rates will remain about the same.

One or two letters ago I criticised Mr. W. D. Boyce's advertising book "A Strike," from the standpoint of results. Since then Mr. Boyce has decided to favor the world with another series of circulars similar to those which did him such good service a couple of years back. This new series is a very much more artistic production than the other, printed in two inks on tinted paper by R. R. Donnelly & Sons. They are well written and well printed. Mr. W. C. Hun-

ter (everybody knows "Boyce's Hunter") promised to send me a set of those printed to date, but then, Mr. Hunter being the champion Ananias of the world, much could not be expected of him. His diploma was won in Boston the other day at a meeting of the Ananias Club. As Mr. Hunter is writing the circular I presume the statements therein can be relied on.



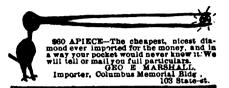
The Dispatch is running large announcements of Ripan's Tabules. Munyon is still giving us a line with his mysterious homocopathic pellets.

FATTENING foods and tablets appear to be the rage just now. We have Loring's Fat-ten-u Tablets, Stewart's Fattening Tablets, Maltos Cannabis, etc. Paskola's meteoric career seems to have started them out of their holes. There is one thing about it: none of these things will ever make a brilliant success unless they actually make people fat.

If they can do that really and truly, they may make millions, for there are millions of people who want to get fat. But getting a man fat is quite a different thing from making him well from a sickness. He can tell by scales and weights if he is getting fat, but he can't always tell if he's sick or not. And besides, we have heard of people whose "imagination hath made them well," but never, I think, of those whose imagination hath made them fat.

A VERY good one of the Duplex Hook and Eye.

MARSHALL'S diamond announcement is more curious I think than business bringing.



The Record appreciates the ideas supplied by ART IN ADVERTISING.

THE MONARCH CYCLE MANUFACTURING COMPANY have been running some inspired readers in the Sunday papers, and came out last Sunday with the display shown. The readers were good, but the display advertisement is very poor. They are taking a good deal of space in the magazines, and are the only people who take two full pages per issue in a large number of cycling papers. They are very bold advertisers, and their advertising is paying them.

SIEGEL, COOPER & Co. recently took two half pages side by side right across the top of some of the dailies. It was quite a change to the eye and must have been effective.

A SAMPLE of the job printers trying to set up an advertisement for Lyon & Healy. It would be very pretty as a circular, but needs two colors to set it off well. The type is the new "Jenson Old Style," which I think is going to have a run.

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CARSON, PIRIE, SCOTT & Co. have lately had a new rococo border cast for them. The designs and matrix cost them, as I understand, \$50. The advertisement is a good sample of the style of advertising put out by this firm. Carson, Pirie, Marshall Field and Schlesinger & Mayer are our leaders in artistic dry goods advertising. So far we have no Wanamaker.

WE have had a poster exhibition in the Evening Post Building, free entrance, catalogue fifteen cents. The posters were mostly French. I did not notice any English ones. But a very striking one was Bradley's "Masqueraders," printed in New York.

CHERET was the best represented artist at this exhibition, and his posters were used for advertising books, theaters and dancing halls. There is a life in Cheret's productions, which some of the other artists do not seem able to attain to.

His posters advertising some of Victor Hugo's works were, I thought, exceptionally fine. His theater posters had the usual number of wildly posturing female figures.

IT was a very interesting show, and a good beginning. Next time I hope to see some American productions side by side with those of our European cousins.

A WALK through Chicago reveals a curious collection of signs. One which I came across recently read "Hebamme: also Whopping Cough and measles."

I HAVE had occasion to mention the *Interior* before this as a very bright religious paper. It has recently published its anniversary number, a very fine publication

The cover is by Leyendecker in colors. I hear they paid \$50.00 for it. It is printed by the three-

color process and is very beautiful.

The paper itself is very fresh and interesting in its reading matter. Its weekly articles on "The World" are, I think, masterly. Anyone can read them to advantage, especially a busy business man who has not much time to read the papers. They are similar to those in the Review of Reviews, but, if anything, rather better.

The advertising end is well held up by Mr. Pierce Underwood, the business manager, and they have made a very successful specialty of artistic arrangement of their advertising pages

This anniversary number consists of 392 pages, including the cover, of which a good proportion are advertising pages. It is worth sending for E. A. WHEATLEY.

Chicago, March 20, 1895.



SIXTH AVENUE AND 59TH STREET.

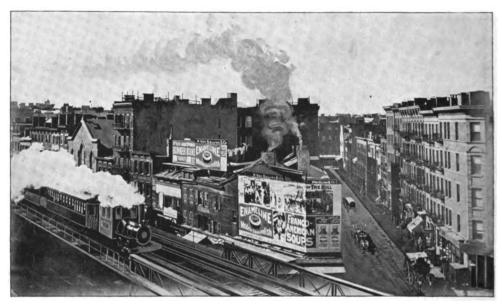
A GREAT BILL-POSTING CONCERN.

A. A. VAN BEUREN & CO.

MEATRICAL and commercial bill-posting and sign painting have developed immensely of late years and the present outlook is of the most encouraging nature. Large fortunes are now invested in the business and its methods have been reduced to an exact science. Three firms may claim to handle the whole or nearly the whole of the business in this country. The R. J. Gunning Co., of Chicago, C. S. Houghtaling - the inimitable "Hote"-and A. A. Van Beuren & Co., of New York, the latter firm certainly doing the greater part of this city trade which, in itself, now assumes vast proportions. In an interview with Mr. Pratt, the active manager of the firm, we gathered from him some facts which cannot but be interesting to readers of ART IN ADVERTISING. He told us by way of explanation relative to this billing by them, that contracts for billing are usually made in advance with theatrical managers, at the commencement of each theatrical season. It is from this class of advertisers that we receive our largest run of business, and the demand for such advertising is increasing from year to year.

In a number of the smaller towns over the country the regular bill-posting is controlled by the manager of the opera house or theater, but not so in the larger cities: the business is in the hands of private individuals, contracts being made with the various theaters at the beginning of the season for the posting to be done. The spaces are all selected and each theater having a distinct understanding as to the amount of work to be done, and the exact locations to be covered with paper for the season billing. If there be attractions of special merit at the regular first-class theaters, they put out extra paper, as they consider the regular bill-posting inadequate for the wants of the attraction.

In the past few years the commercial advertiser, which we class as all advertisers, other than theatrical or circus people, is taking up bill-board display advertising with us on a very large scale, and we have been at times over-run with such contracts, in fact have been obliged to make contracts as far as three (3) months in advance with such advertisers. This line of display advertising does not seem to be taken up by



SIXTH AVENUE AND 4TH STREET.

any one class of advertisers, but practically covers the whole field. There are times when we have contracts for table salt, flour, hams, coffee, dress goods, silks, clothing, pianos, proprietary medicines, newspapers, magazines, periodicals, railroads, steamships, and, in fact, almost every class of business except savings banks and trust companies. We make contracts with the United States Government to post for them their recruiting posters. The experience of our firm covers nearly a quarter of a century; from a humble beginning in Harlem, then only covering the Harlem district, to our incomparable facilities of the present day, with the territory from Rye station and Yonkers to the Bat-And looking back over this period of nearly a quarter of a century, even to the most casual observer the growth of the bill-posting and changes must be very apparent, but to those who have watched its progress carefully, all bill-posting display advertising in the metropolis the advance made in the line of legitimate posting must be considered as bordering on the marvelous.

Previous to the establishment of our firm in Harlem in 1872 there were no protected posting, or sign privileges, locations were free for all, and were made use of by petty bill-posting concerns without any expense; but, with the beginning of our firm, new ideas were formulated, new methods were employed, and to the advertiser every assurance was given that his rights would be protected and that his interests were our interests.

Spaces suitable for posting and sign purposes were leased, and many rentals paid for the same, and to Mr. Van Beuren's far-seeing policy and thorough knowledge of the requisites of the business is largely due the success, prestige and reputation of our firm, until to-day it is the most energetic, persevering and aggressive. firm rapidly came to the front, the Harlem office was made a branch; headquarters were established in the down-town districts. With the growth of the metropolis so has our firm grown, and with the increased demand for posting and display advertising, by reason of new theaters commercial advertising, etc., our facilities have been increased from time to time, until now we are handling a business of nearly \$200,000 per year, with an expense in one item alone of rentals exceeding \$40,000 per annum. Not only in the mechanical handling of the business have great improvements been made, but in everything pertaining to the business, and in nothing is this so obvious as in the quality of the posting



FOURTH AVENUE AND 13TH STREET.

and material furnished us by managers of the theaters, circuses and commercial firms. Instead of the old wood-cut of years ago, we to-day are furnished with fine lithographed posters of elaborate design, printed on heavy paper, made expressly for such purposes, and practically water-proof.

In the bulletin and wall sign display advertising the artist of twenty (20) years ago was considered an expert at \$12 per week; to-day we employ artists to paint only portraits and fine cuts of trade marks, samples of dress goods, etc., to whom we pay a salary of \$75 per week. Each of the firm's personal experience has brought him in contact with every bill-posting and display advertising firm in the United States, and we are to-day in daily communication with such people from the entire country, in placing our contracts with commercial advertisers, sign-painters, etc. In this we are greatly facilitated by the Associated Bill-Posters' Association of

the United States and Canada, represented by Mr. Edward A. Stahlbrodt, with offices in the Cable Building, Broadway and Houston street. This organization was founded in Chicago, in July, 1891, and comprises all the prominent billposting and display advertising firms in the United States and Canada.

The object of the Association is three-fold; to better facilitate the handling of posting, sign-painting contracts, over the country, and for the honest and faithful fulfillment of all such contracts intrusted to any of its members. The National Association is divided into State Associations, each State having its own distinct and separate organization, thus the members are enabled to keep in touch and the Association can aptly be called the bill-posters' fraternity.

Each succeeding year the Association becomes more and more beneficial to its members and the general advertising public. Each year the National Association holds one convention, the last being held at Philadelphia, Pa., July 11, 12, 13 and 14 of last year.

Posters are no longer displeasing and devoid of art; they were once and were often used for waste paper, but art has revolutionized all that and made them all precious. Not alone is the collector of stamps eager to secure the most striking specimens, on which his heart is set, but the connoisseur's devotion is now for the poster. In Paris, for some time past, people have been securing specimens of some of the posters designed by the great French artists, Jules Chéret, Lautrec, Billett and many others. Mr. Edward Sagot, in Paris, has lately issued a catalogue in which over 2,000 posters and placards were minutely described, and at present an exhibition of artistic posters is to be seen in London, and here in New York there has been a display of artistic posters at the Grolier Club for many weeks. The life of the poster on the billboard is of quite a duration, but while the man who puts it up can materially assist in making it a thing of beauty to the public in the street, it cannot be to him what it may be to the connoisseur, who carefully preserves it as a joy forever. The power of posters as compared with other advertising mediums lies chiefly in their repeated attacks and persistent repetition. When a city is thoroughly billed, it means that you will catch the public eye many times a day, on the streets, on the bridges, on the cars, in the parks, boulevards, in fact almost every corner and every square. You speak to them regularly, repeatedly and persistently, whether they like it or no, and the public must necessarily be impressed from day to day as you follow up the attack unrelentingly.

Your attack is everywhere and can there be any question as to the value of display advertising when properly and thoroughly done?

Our price for protected and listed billing throughout the metropolis and suburban districts, for regular locations furnished in advance, is at the rate of four cents per sheet per week. Where the posters are displayed on stands, as chance may offer, with no list furnished in advance, the rates are three cents per sheet per week. The price also varies considerably according to where the bill-board stands are located, and range in price from \$2.50 to \$10 per week for spaces 25 feet long by 10 feet high; in

Broadway, high on roofs along the "L" roads, entrances to ferries are particularly desirable locations. These are classed as special stands and no additional charge is made in keeping such locations properly covered.

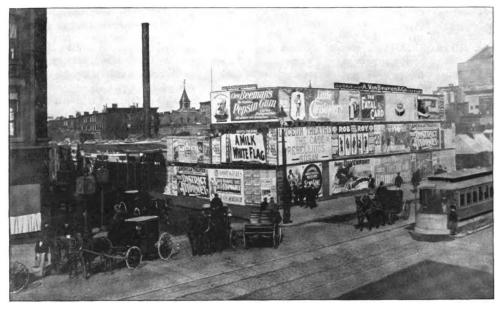
Our offices downtown are located at 128 Fourth avenue, between Twelfth and Thirteenth streets, and we occupy the premises on the southwest corner, covering 150 ft. on Fourth avenue and 125 ft. on Thirteenth street. Everything in the office is systemized and handled under the direction of one of the firm, and each department is separate and distinct from the others and is responsible for the successful maintenance and service under such department.

Solicitors are employed by the year, under salary, to visit advertisers and business institutions, theatrical and circus managers, not only in New York City and its adjacent territory, but as far west as St. Louis, north to St. Paul and east to Bangor, Me.

The uptown offices are situated at 162 East 126th street, and it is from here that the upper part of the city is taken care of. All business transacted at this office is reported daily to our downtown offices, the two being connected by telephone. The posting service is handled as follows:

The city is divided into territories or routes, with horses, wagons and men covering each route separate and distinct, and all such routes are covered twice daily. The downtown routes start from Fourth avenue shops and all territory from Sixty-fifth street to Battery on the east, and Ninety-sixth street to the Battery on the west side, under the control and direction of the foreman at the Fourth avenue shops. We employ none but thoroughly reliable men on these routes, and inspectors are employed to check up their work daily. Diagram books are kept by the foreman, showing each and every location, exactly what space is occupied by various advertising concerns, etc., and lists are made up and submitted to advertisers from these diagram books.

A force of carpenters are employed at the Fourth avenue shops and to take care of the construction and maintenance of all posting and sign privileges in their territory. The territory in the upper part of the city from Sixty-fifth street to Rye station, east side, and Ninety-sixth street to Yonkers station, west side, river to river, is handled from our uptown shops on the same lines



BROADWAY AND 37TH STREET.

as adopted in our down-town service. similar force of bill-posters, carpenters, foremen, etc., in fact, exactly the same service and methods are employed to cover this part of the territory as are used in covering the downtown territory. General representatives, whose only duty is to secure available sites for bulletin and post-ing privileges are employed. The city is divided into sections, and it is the duty of these employees not to let an available location slip through their hands without their attention. They are limited as to price of rentals to offer, and, as every owner of a display advertising privilege thinks his place is the best in the city, these representatives have to be nearly as sharp as a "lightning-rod agent." This department is directly under the control and direction of one of the members of our firm; and these employees oftentimes visit various sections of the country adjacent to New York City to secure lease of places owned by out-of-town parties. As a rule, we do not take privileges offered us around old buildings coming down or new ones going up, unless some stipulated time is guaranteed for use of such places. Oftentimes in Broadway, streets adjacent to ferry houses, railroad stations, etc., where very large buildings may be in course of erection for a number of months, we avail ourselves of such privileges and often pay very high rentals for some, but try in every instance to secure locations that offer long-time leases.

We furnish designs, sketches, estimates, etc., for posters and signs, to advertisers covering the metropolis and its suburban districts, and also

make contracts with advertisers for display service for any or all sections of the United States, and are prepared to furnish statistics of population and amount of such display advertising required in each and every city, village, town or hamlet in this country.

Foreign posting material is put together in our shops to fit our bill-board spaces before being sent out to be posted. On the receipt of every shipment of posters the same is carefully counted and arranged in advance so as to fit each and every location accepted by the advertisers. Our distributing service is complete in every detail; we employ none but first-class, reliable men for this work, who are with us by the year and we guarantee in advance perfect and absolute satisfaction with every line of distributing we handle. This service is handled on the same plan as the posting and is divided into districts with a superintendent over each gang of distributers, record is kept of every block and avenue done and such record handed in daily by each foreman and furnished to the advertisers when required. Our bulletin, wall and sign painting is under a separate department with a manager in charge, and none but first-class, reliable painters are employed. This service is being largely extended by us and we control a large majority of the best locations in bulletin and sign advertising privileges, walls, etc., in the metropolis and suburban districts. Contracts for this line of display advertising usually run by the year-bill-posting contracts are made weekly, monthly, quarterly, six months and yearly.

### BOSTON LETTER.

RETROSPECTIVE glance through the files of Boston papers of even so recent a date as 1891 shows in a most surprising manner with what tremendous strides the science of advertising has been developed, by the study of the possibilities of the types, the application of the illustrative arts, and --Intellect.

In the first place, "Necessity"—in her maternal capacity—has brought forth the inventive, ingenious, educated and practical instincts of able and brilliant men and women. Advertising has been recognized by them to mean far more than mere statements, announcements of location, and the mention of articles and prices.

It has been demonstrated that advertising is a separate and distinct art—"peculiar to itself," after the manner of a certain well-known patent medicine saw, which, by the way, is an apt and timely object lesson of the results which may be obtained from a use of this art, and, judiciously applied, is not only a substitute for personal solicitation, but far surpasses it in results, effectiveness and far-reaching utility.

But—its application must be judicious, and the men and women who have given the matter conscientious study, and made unconventional the conventionalities of preconceived typesetting, have taken all this pains and trouble for the sake of making advertising matter more conspicuous, most conspicuous, and for the sake of attracting attention and holding it.

From time to time demands have been made for new forms of type, and, it being but a step to illustration, there has been an impetus given to reproductive processes. Literary and cultivated people have contributed their best efforts in a mental and moral way, until at the present time there seems to be no possible opportunity for excuse should any form of advertising be lacking in essential features.

To these pioneers, promoters, and exponents of the new school of advertising have been attracted a multitude of disciples, some appreciative and receptive, many of the charlatan or "eclectic" type, which latter class hang out their shingles in an unblushing way, as "physician" or "surgeon" (?), and whose whole stock of tools may be encompassed in an instrument much used by dentists.

To the first and representative class, their faithful adherents and henchmen, may be safely intrusted the business of telling the whole world—or as much of it as you choose—anything it may be desirable to say; and telling it in the most pithy and direct way, and with extremest economy.

We have in Boston our quota of honorable and reliable newspapers, publications, newspaper and advertising agents whose whole time and talents are devoted to the practicing of fin de siècle methods for selling goods—by proxy, if you like.

We have in Boston all the accessories and appurtenances for successful publicity.

Moral: Let Boston be your "Mecca."

Notes—The outlook—from the advertising standpoint—for business this spring is good. I reflect the opinion and experience of a prominent advertising agent here, when I say that there is every indication that we are on the threshold of a period of business activity more nearly normal than has obtained for several seasons. Experienced advertisers are placing contracts for space with their old-time confidence, and the new advertisers—of which there are many cropping out—are beginning to come in line.

Appropriate to newspapers and newspaper work, I may mention the fact that Brother Whiting, of the Herald, is in Jamaica on a pleasure trip, but has not taken the Herald with him, as the sign is still over the door, and Col. Woods about the premises. Right here let me say--and I'm not paid for saying it either-that Col. Woods is the embodiment of all that is courteous and agreeable as a business manager and gentleman. Our friend Chickey is slowly improving in health, and occasionally spends a few moments in the office, for the sake of inspiration and association. The Herald is an avowed patron of the impressionist school of art, as evidenced by their Sunday posters, which are, on the average, pretty good, although the color schemes are not exactly on the lines of forceful display.

If I may be pardoned the expression, the Globe is on earth, and a very bee hive of industry and activity. Mr. Chas. II. Taylor, Jr., who wields the managerial baton, is, however, never too busy to shake hands with a friend, and is only lacking in the element of forwardness, which

seems to be a part and parcel of the advertising profession, and the willingness to acknowledge his value and benefit to his paper. He has recently been made secretary of the Boston Daily Newspaper Association.

Tom—pardon me, Mr. Downey (I really am very well acquainted with the gentleman, though I never called him "Tom" to his face)—is an enthusiast, true and loyal to his Alma Mater, and with his nut filled—crack and cranny with present and future plans for the Globe's prosperity. May he be spared till the crack o' doom!

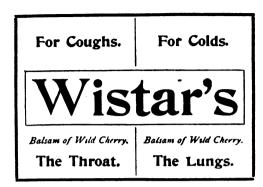
The change in the management of the Journal finds its present incumbent in Mr. Francis M. Stanwood, vice Mr. O'Meara. I have not the pleasure of knowing the gentleman personally, but anticipate that felicity in the near future. I know that the Journal is prosperous though; and my friend Claffin (ask for "Claff") pushing his end of the "good thing." The Journal's halftone illustrations are a wonder, and seem to be very popular. The Sunday announcements of this paper are mammoth affairs, and the most recent and current number is a representation of a court scene with the actor Wilson posing in the different characters present.

Mr. E. A. Grozier, of that paper "without a muzzle," and his brother, are bravely holding their own, and are making a mighty good showing for the Post. Personally, I like the Post. I always have one of a Sunday, and my scrap books have many an illustration from its pages. Somehow the ink used on the Post is very black, and its effect, in contrast to the paper, makes a copy look you squarely in the face.

There is the usual rivalry among newspaper agencies, whose peculiar business of smoothing away difficulties of a literary and executive nature—together with the offices of purchasing agents, brokers or jobbers of advertising space, brings them in strong competition. Advocating the use of printer's ink themselves, they are for the most part very consistent, and "take their own medicine."

A few excellent examples of sensible newspaper work have developed the past month mostly the result of trained experience; in one particular case at the hands of a "lay" brother.

I take pleasure in reproducing one of a series of similarly planned ads. for Messrs. Seth W. Fowle & Sons. It is the idea of Mr. A. H. Wood,



of the S. R. Niles Agency. Occupying prominent positions on the first page of the different papers, the broad, double-column display, with its abundant contrast, has made "Wistar's" a thing to remember. This agency has a fine working force and is making fine connections and keeping them. The Walter M. Lowney Co.'s business is in their charge. My regards to you, Mr. Zerrahn.

Mr. Wetherald, of Pettingell & Co., is a very busy man and, judging by the number of guests present when I called, and their solid, substantial business aspect, I should say that this firm has its full share of the grist that comes to the advertising mill.

The revered name "Lydia" appears on a large letter file in Mr. W.'s sanctum, so I suppose it is still the watchword of the firm.



What a woman Lydia is, anyway.

Messrs. C. H. Guild & Co. are corkers—so to speak. They have a get-there sort of a manner and have been doing yeoman service for such firms as the "Londonderry Lithia" and "Blood Wine" concerns.

The only mistake they make in their office arrangement is that the wire grating opens the wrong way. Pardon me, gentlemen: If you would approach to the inner temple, open inward, your clients could get in more easily and at the same time it would be more difficult for them to retire. See?

HAVE had the pleasure of meeting both Mr. Dodd and Mr. Barber. The pleasant manner in which the latter assured me that he had a "tf" ad. in ART IN ADVERTISING gave me the feeling that I could always depend on him for substantial reference, should any question of the utility of the magazine as a desirable medium in which to talk to the many firms spending money for—MONEY.

THERE are others of which lack of space this week will not allow mention. I will take pleasure in looking them up and will thank them all if they will regard my circular communications as in the true advertising spirit, and assist me in accurately reflecting the true state of advertising affairs in the Hub.

The ad. "Get it at Norcross'," is an inspiration of the junior Mr. Norcross, who plans the advertising of his firm. He's a sturdy, robust young gentleman with practical advertising ideas, and I sincerely trust that his instincts, which are in the right line of advertising thought, may be cultivated to the point of profit to him and his firm.

MISS KATE GRISWOLD, of the C. F. David Advertising Agency, has done me tho honor of calling at my sanctum-sanctorum, and, while I have been unable to return her courtesy, I would be doing her, and the few other women who have enlisted under the banner of "More Light," a serious injustice, if I did not publicly express my opinion that their presence among

the craft has not only a refining influence on office deportment - compelling respect and attention in the agonizing moments of solicitation—but makes possible the expression of interesting details of the thousand and one necessities and whims of womankind.

BOND, of Boston.

An extremely neat advertisement is the little thermometer furnished by Taylor Bros. Co. for the Vacuum Oil Co. The card is about six by four inches, the thermometer being placed at one side and the advertisement occupying the remaining space. This is a substantial and practical advertising souvenir.

MR. G. H. E. HAWKINS is a young man well known in the advertising trade, having occupied the position of advertising manager for the Over-



MR. G. H. E. HAWKINS

man Wheel Company for a considerable time. He has just resigned his position with them, and is now writing and placing the advertising for E. C. Stearns & Co., of Syracuse, N. Y., makers of the Stearns bicycle, well known as the "Yellow Fellow," from

the fact that it is equipped with yellow rims. We have no fear but in his new position he will prove a success.

THE price of the Kansas City Times has been reduced to ten cents per week, and for this small sum they will send a copy of the daily edition of from ten to sixteen pages, and Sunday edition of from twenty-four to thirty-two pages. It will thus be the largest newspaper published in the Southwest. It is the only Democratic newspaper circulating through a wide territory in this section of the country, and is recognized as the leading morning newspaper of Western Missouri, Kansas, and Oklahoma and Indian Territories. Mr. Geo. B. Hische is the advertising manager.

### WE'VE STRUCK IT

What advertisers have long inquired for, an

### ADVERTISING THERMOMETER NOVELTY

that is attractive, mailable and cheap. Mr. J. E. Powers, 54 Wall Street, N. Y., says:

"Your card thermometer for Vacuum Oil Co. is about the only good advertising gift I ever saw, and it is extremely good if the advertiser does his part as well as you do yours."

To a limited number of canvassers with satisfactory reference we will pay a liberal commission.

Send 10c. in stamps for sample

### Taylor Brothers Company

Manufacturers of Thermometers for all purposes

ROCHESTER, N. Y.

8 r

### Our Columns

And the columns of the entire religious press are better patronized than ever before, simply because they reach the very best class of homes, and advertisers are finding this out.

### THE GOLDEN RULE

Publishes the advertisements of the leading advertisers, and has held them for several years. The following are the facts that have induced advertisers to use our columns:

A family religious paper—96,000 subscribers—50 cents a line with liberal discounts—reading matter on every advertising page—it yields profitable returns.

GEORGE W. COLEMAN
Advertising Manager

THE GOLDEN RULE COMPANY
646 Washington St., Boston, Mass.



# Mutual Reserve Fund Life Home office: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, President

"FOUNDED UPON A ROCK"

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

#### THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

> The total cost for the past 14 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,800 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. DIVIDEND SAVED IN PREMIUMS

"A bird in hand is worth two in the bush."

**DOLLARS** SAVED IN PREMIUMS The Mutual Reserve, by re-

ducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of man-agement, has already saved its policyholders over forty million dollars in premiums.

**DOLLARS** SAVED IN PREMIUMS

"A bird in hand is worth two in

MUTUAL RESERVE BUILDING

#### 1881 THE ELOQUENCE OF RESULTS

1895

No. of POLICIES IN FORCE, over Interest Income, annually, exceeds BI-Tionthiy Income exceeds RESERVE Emergency Fund exceeds Death Claims paid, over 98,000 \$135,000 750,000 3,860,000 . 21.000,000 New Business received in 1894, over INSURANCE IN FORCE exceeds 81,000,000 300,000,000

#### **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.



### THE REASON

It is because over one million and a quarter Families read it, study it and re-read it that, "If you put it in Comfort, it pays."

SPACE of agents or direct. Home Office, Augusta, Maine; Boston, John Hancock Building; New York, Tribune Building. ה על אפירי איני איני אביר אביר אביר אביר אביר או אביר איני איני או אביר אביר אביר אביר או איני או איני או איני

### We Are Positive

We used to say "we think we can be of more and better service to you than any other advertising agency."

Now we say "we can;" no doubt about it. Many advertisers who have completed the circuit of agencies have settled down to do business with us exclusively.

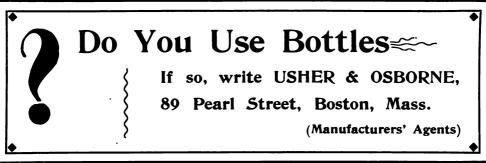
Write to find out why.

### **Lord & Thomas**

Newspaper and Magazine Advertising

45-49 Randolph Street CHICAGO





### OWNED BY NEW ENGLAND GROCER FOR ALL THE GROCERS ALL THE TIME

The Only Grocery Trade Paper in New England

We refer to any Wholesale Grocer in Boston Weekly. 72 Pages. Subscription \$2.00 per year

ADVERTISING RATES ON APPLICATION

A. C. DOWSE, Manager

Grocers' Exchange, Boston Digitized by GOOGIC

will tell your story in your own wordst, to an army of readers numbering ndred strong, and back it up with its reputation for honest dealing publication

### BOND, of Boston, . . . 16 Central Street.

A Thinker of Advertising Thought	S		
A Writer of Advertising Matter .			•
Originator of Advertising Ideas .			
Furnisher of Advertising Materials			
A Firm Believer in Advertising .			
Represents "Art in Advertising"			
in New			

### SEE HIM!\_

. . . Copyright by A. T. Bond, 1893.

### THE MAYFLOWER

- "A paying and very satisfactory medium."

  —The McMullen Woven Wire Fence Co., Chicago, Ill.
- "Never received better returns from any medium of any class."

  —Colgan & McAfer, Louisville, Ky.
- "Refer any of your prospective customers to us."

  —Alfred Pears, Chicago, Ill.
- "The returns were most satisfactory."

  -W. Atlee Burpee & Co., Philadelphia, Pa.
- "Our inquiries jumped when we increased space."
  -BEETHOVEN ORGAN CO., Washington, N. J.

### Pays Advertisers

### POPULAR MEDIUMS.

#### MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 8,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

#### Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 13,000 daily. One-ninth cent per line per thousand.

#### Boston.

AMERICAN CITIZEN, Boston. Leading A. P. A. paper. 13,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

#### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

#### ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

#### MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 8,000. Largest, most enterprising, third richest county in America.

### COLORADO.—Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

#### CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

#### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. BECKWITH, Eastern Agent, 48 Tribune Bldg., N.Y.

#### Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

#### NEW YORK.—Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

#### New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for Advertising Rates, 78 Reade Street, N. Y.

### PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION syndicate of 22 Church MAGAZINES. 85,000 copies into the homes of church members.

TABLE TALK, circulation 28,000. Best for Household Goods.

THE MEDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

#### OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

PRINTING INKS—Best in the world. Carmines, 12½, cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began. 4 cents a pound. Illustrated price list free on application Address WILLIAM JOHNSTON, Manager Printer's Ink Press, 10 Spruce St., New York.

### Advertising Experts.

WANTED—A position with the advertising department of a first-class publication after May 1, by a thorough business man desiring to enter the advertising field. JAS. McCORMICK, 96 Montgomery St., Jersey City, N. J.

WRITE THE PARVIN AGENCY, Cincinnati, O., for list of paying papers.

THE ST. AUGUSTINE NEWS offers a beautiful set of "COSMEON" TOILET ARTICLES—brush, comb and mirror—the new aluminum product of the Florence Manufacturing Company, to the person who shall make the greatest number of English words from the word "Cosmeon." For conditions write to F. G. Barry, Publisher, Utica, N. Y.



READY
FOR
SUMME

SPRINGAND SUMMER BOSINESS

# ADVERTISE The Hearthstone

AND DRAW
PROFITABLE TRADE

Circulation, 600,000 every month.

Subscription price, 25c. per year.

Advertising rates moderate.

The Hearthstone Pays Advertisers....

Address, 285 Broadway, NEW YORK

### I IPPINCOTT'S



### MONTHLY MAGAZINE

A COMPLETE NOVEL IN EVERY NUMBER



J. B. LIPPINCOTT & CO.

Philadelphia, Pa.

### America's Greatest Illustrated Paper





BICYCLING, YACHTING, AMATEUR ATHLETICS, BASEBALL, AND ALL SPORTING EVENTS ARE CAREFULLY DEPICTED:

### BEST

MEDIUM FOR .

- Summer Resorts

SEND FOR ADVERTISING RATES

William L. Miller, Advertising Manager, 110 Fifth Avenue, New York

WHY? REACHES the WEALTHY MEDIUM

WHY? REACHES the WEALTHY MEDIUM

Send for sample copies and special Resort Rates

WILLET F. COOK, Adv. Manager

110 Fifth Ave., New York

IF . .

### BILL-POSTING-

Can be made a definite assurance of prominent position for every sheet posted—a certainty of continued maintenance during period contracted for—and if your paper is good

IT'S . . .

### VALUABLE ADVERTISING

The St. Louis Bill Posting Company
R. J. GUNNING, Prest.

516 WALNUT STREET

ST. LOUIS, MO.

# WHEN IN DOUBT USE SCRIBNER'S





### Unbiased Opinions.

My experience (in Summer-Resort advertising) covers the past seven years. Several single advertisements have brought back fifty times their cost, not to say anything of the great indirect results which have followed. I have also found that the best mediums are the most profitable, and cheap advertising never pays. The largest returns have come from The Evening Post, The Outlook, The Nation, The Churchman. It is the tenth, sometimes the twentieth, insertion that fetches.— Charles F. Wingate, in Art in Advertising, N. Y.

The Evening Post has been for several years the best evening paper in America for hotel advertising. . . . The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. No other has so large an advertising patronage. . . . In influence and respectability The Evening Post easily takes the lead among evening papers.

—Printers' Ink. N. Y.

For estimates of the cost of advertising, proofs and other information address

THE EVENING POST 206-210 BROADWAY, NEW YORK



QUEEN OF GREECE.

Half Tone and Line Work. Buildings, Catalogues, etc., etc. Original Sketches. H. C. Brown, 80 Fifth Avenue, New York City.

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# $\mathbf{W}$ HY WORRY

**ABOUT IT?** 

IS IT WISE to worry about your advertising when we are willing to take the responsibility?

O BUSINESS MAN can afford the time to thoroughly master the art of advertising. It is "time elaborately thrown away." He might be more profitably employed.

Every man to his specialty

WHEN an advertiser does his own advertising it is "speculation;" when he does it through an experienced agent it is "investment,"

SELECT your Agent carefully. You engage a lawyer who has made a reputation; a doctor who has wrought cures for a generation; a bank which has weathered financial storms. We have helped two generations to make money and save it, by showing how, when and where advertising should be done to produce

The best results with the least expenditure

Let us Hear from you

PETTINGILL & CO.

Newspaper Advertising Agency

22 School St. BOSTON

Mutual Reserve Bldg. NEW YORK PROPRIETORS of Summer Resort Hotels, Boarding Houses, Farm Houses who desire to bring their establishments to the notice of good customers can do so by advertising in the Classified

# DIRECTORY RESORTS

Inserted in every issue of

# $40\,^{ m church}_{ m MAGAZINES}40$

Published for Forty of the Leading Churches of

PHILADELPHIA, NEW YORK and BOSTON. Seven lines (one-half inch), in the entire list, during MAY, JUNE, JULY and AUGUST, will reach over 500,000 READ-ERS. The cost is nine dollars per month. Further particulars and sample copies on application to

THE CHURCH PRESS ASSOCIATION

10 So. 18th Street. - Philadelphia, Pa.

# The Forum The Forum

It stands As an

## ADVERTISING . MEDIUM

As it does intellecutally

The Leading Review of World

It has a larger circulation than all the other non-illustrated magazines of America combined

The Forum Publishing Company New York ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume IX., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

Address all communications to

ART IN ADVERTISING CO.

80 Fifth Avenue,

New York.

# The Winthrop Press



New York

# THE GARVIN MACHINE CO. MANUFACTURERS AND DEALERS IN MACHINERY.

New York, Sept. 7, 1894

WINTHROP PRESS,

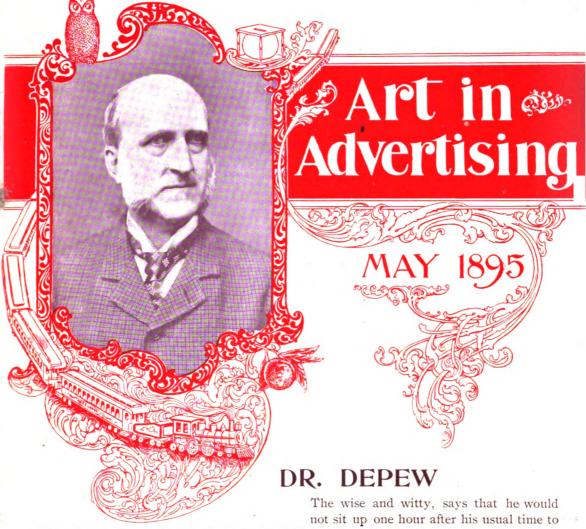
City.

Gentlemen: --We are well satisfied with the work, and the time in which you got out our 1894 catalogue. Recognizing our book as one of the most difficult to arrange, in the trade, we attach no little credit to you on this account. We will surely give you a call for our next catalogue.

Yours very truly,

THE GARVIN MACHINE CO.,
GEO. K. GARVIN, Prest.

(L)



make a hundred dollars, but that he would sit up all night for a week rather than lose a hundred dollars.

This is Mr. Depew's happy way of hitting off the universal unwillingness to lose what we have once acquired. This same desire to hold what has been gained has made many a newspaper advertiser, and will make many more. A successful business man may be willing to let well enough alone, but when he sees his trade put in jeopardy or reduced by the newspaper advertising of a progressive competitor, he will sit up nights to keep his place in the procession.

Whatever his line, the man who wishes to make or keep trade should be interested in learning how others have accomplished this by Newspaper advertising, and with the cooperation of

#### COPYRIGHTED FEATURES:

Comfort's Prize Stories.
Comfort's Cycling Club.
Comfort's Palmistry Club.
Comfort's Busy Bees.
Comfort's Kitchen Chats.
Comfort's Fashion Talks.
Comfort's Children's Circle.
Comfort's New York Fads.





#### **ADVERTISING RATES:**

\$5.00 per line. \$70.00 per inch. \$2,750.00 per page.

#### GUARANTEED CIRCULATION:

A million and a quarter each and every issue.

HOME OFFICE-AUGUSTA, MAINE. BOSTON,
JOHN HANCOCK BUILDING.

NEW YORK, TRIBUNE BUILDING.



Entered at the Post Office at New York as second-class matter.

VOL. X.

MAY, 1895.

No. 3.

Published by THE ART IN ADVERTISING Co. 80 FIFTH AVENUE, NEW YORK.

CHICAGO OFFICE, NEW YORK LIFE BUILDING. LONDON OFFICE, 45 HOLBORN VIADUCT.

H C. Brown, President.

E. L. Sylvester, Editor.

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ISSUED ON THE FIFTH OF EVERY MONTH. ONE DOLLAR A YEAR IN ADVANCE.

F Christ came to a department store, how would He run it? That is practically the subject recently discussed in Philadelphia, and we reprint from To-day some remarks of Mr. Wanamaker's at the meeting. Mr. Wanamaker listened to an address in which it was claimed that no true Christian would conduct business anywhere as it was conducted to-day, and that every laborer was entitled to a share in the profits. It was an entirely friendly conference, and we regret that our space does not permit us to render a full report. Particular emphasis was laid on the point that men are not paid alike. Some get more than they are worth, while others get less, etc. At all events modern competition was contrary to the spirit of Christ, and wholly

Mr. Wanamaker's reply was in substance as follows:

Mr. Chairman, Ladies and Gentlemen.

Well, I guess I might as well surrender at the start. Let me tell you first how I came to be here to-nght. Some weeks ago my friend Dr. Morgan—I see him now in the audience and he looks like General Howard—did any one audience and he looks like General Howard—did any one ever tell you. Doctor, that you looked like General Howard?—No, sir. Well, you do very much—as I was saying, Dr. Morgan sent me a paper called the Nationalist containing a criticism that seemed to me pretty severe from my standpoint, and when the Doctor came in we talked about it and I said: "If you'd like to bring the man who wrote that, to see me, I'd like to talk with him," and he did, and I have conversed with him several times, and through his persuasion have come here to-night to talk

did, and I have conversed with him several times, and through his persuasion have come here to-night to talk matters over with you.

I appreciate the kindness and the ability of the address that has been made to me. And if I could believe that the ideas expressed in it were practical, I would give up my partnership and go into the work at once. There is nothing so well worth living for. I have tried in my way—perhaps not in the right way, but I have tried, and I have become discouraged. come discouraged

It is a delusion that men do not get what they are worth. Now and then a man is unfortunate, I grant, but as a rule men get what they are worth. Why, it's the hardest thing in the world to find a clean, strong, earnest, upright young man—they're as scarce as hen's teeth. I had a boy working for me once at three dollars a week—I only got two dollars and fifty cents when I began—and the boy's father, who was loom boss in a factory, came to me and said he guessed he'd take his boy out; he could make more in the factory. "How much?" I asked. "Four dollars a week." "Well. "How much?" I asked. "Four dollars a week." "Well, let him alone and he'll be getting five a week here after a while." When the boy was getting eight dollars the father came again, and again I persuaded him to leave the boy with me. When the boy was getting ten dollars a week the father came again and said he was going to take the boy away. "What for?" "He isn't making enough money." "What will you do with him" "Put him in the factory?" "How much will he get?" "Twelve dollars first—fifteen afterward." "Any more?" "Yes, he may get to be loom boss." "What will he make then?" "Seventy-five dollars a month." "Well, then, let the boy alone, he'll be getting a hundred a month here some day." I had the hardest work to get that man to leave his boy, and we are paying the boy now \$1.000 a some day." I had the hardest work to get that man to leave his boy, and we are paying the boy now \$1,000 a



It seems to me there is nothing for it but education, and such discussion as this. I am working in that way—helping to educate several hundred of young men and women—some of them are learning stenography, and I ought to have had one of them here to take down the professor's fine words. I have tried other things. I went one evening, with an earnest worker, into what are called the "slums"—I don't often go, for I like to keep unpleasant things out of my life instead of going to them—but I went this one evening with my friend, and I talked to some thirty fallen women. I said: "Do you like this life?" "No." "Do you expect to stay in it?" "No." "When do you expect to get out of it?" "Don't know exactly when; hope a chance will offer sometime." "Is your mother living?" "Don't ask me that." "You know this gentleman?" "Don't ask me that." "You know this gentleman?" "Son't in the will tell you that I am responsible and will do as I say, and I say that if you will leave this life right now, you shall have a good home, and I will do my best to get you employment, and I think I can do it, and you can live an honest life from now on," and how many of those women do you think accepted the offer? Only one and she was sick. I was discouraged.

I have tried profit-sharing also. Years ago Governor Geary appointed me to investigate the Rochdale cooperative undertakings, and I made a report. It is filed away at Harrisburg now, I suppose. I tried profit-sharing in my store; distributed \$100,000. But my people had no idea of thrift. One woman took her \$100 and bought a piano, another bought a silk dress, and so on, no idea of saving. I was discourated. Maybe I didn't try the right way, but it was not a success. I offered to pay them interest if they would save their money and put it into the store—they thought I wanted to increase my capital, and wouldn't do it. I could have borrowed plenty of money for less interest than I offered them. I do not say I have given it up; a committee of the employees has the matter still under consideration, but they report that at present nothing can be done. There is nothing for it but education.

You must educate the people up to brother-love prices; if I should charge brother-love prices now I would be in the sheriff's hands in a few weeks. As for men who deal unjustly with their employees, I think you can make a public sentiment that will make it too warm for a man who is robbing labor. No man ever made \$150,000,000, or even \$50,000,000—he may have captured it in a sort of way, but he never made it. I shall be glad to answer any questions you wish to ask me—try to answer them, I mean, for you may ask some I cannot answer.

THE papers everywhere give evidence, in their news columns, of the general revival which has become at last ocularly apparent. The great cotton manufacturing districts in New England have resumed wages on the same basis as prevailed in 1892, and in some instances there has been a slight advance. More than 40,000 employees in Fall River and New Bedford have been affected. The New York Sun, which has been pessimistic for months, has at last been forced to concede that, in spite of Cleveland's administration, the country is rapidly recuperating. It is, of course, too bad to have such a thing happen; but facts are stubborn things and cannot be denied. The vast army of unemployed has practically disappeared. The amount of money involved in building operations and improvements in New York City alone, this spring, is greater than at any other period in its history. As every man thinks his own trade is the worst, it is only fair to say that, while advertising in general shows signs of apathy, there is yet every reason to feel encouraged. Spring business, on the whole, has been fairly good. We have become so accustomed to bewailing the hard times that, to a certain extent, we doubt the improvement. We are, of course, approaching what is unquestionably the dullest season of the year in advertising circles, but there is every prospect that the summer will be more active than ever and that the fall business, which will commence early in July, will be greater in volume than ever before.

The city of Chicago is now practically without a Democratic paper, and the possibilities of the vacant field will, doubtless, soon attract the attention of capitalists. Mr. Kohlsaat's purchase of the Times-Herald, and its conversion into a Republican paper, removed the last important Democratic organ. That there will be interesting developments in Chicago before long goes without question.

It is said, on excellent authority, that the story-guessing contests which are now in vogue among the daily papers are adding quite a good deal to the circulation. A Western paper is now advertising largely for stories of mystery with this end in view. The idea is that the reader is to guess the outcome of the story and receive a cash prize for his dexterity in this connection. It is always an open question whether schemes of this sort are really worth the work put in them. After all, there is nothing quite so good as the creed we used to print at the head of this "There is no forcing process for building up a circulation that can be permanently depended upon. All temporary expedients based on this principle are, sooner or later, apt to react at a loss. The first and paramount thing is to print a steadily progressive and reliable journal of such merit, that, being once seen and read, it will create a demand for the next number."

It may be slow, but it's worth something when you get there.

Subscribe for ART IN ADVERTISING, \$1.00 per year in advance.



REMARKED in these columns a month or two ago that I thought the articles on the last twenty-five years of current history would doubtless help Scribner's considerably, and I am grateful to note in substantiation that the publishers have already announced the important fact that the number containing the first of the series was quickly exhausted and that the succeeding issues have fallen short of the demand. There is nothing, after all, like getting your head out of the clouds occasionally and walking on earth with the common herd.

I HAVE all along contended that the larger magazines were inclined to shoot over the heads of the people. There never was such a travesty on art as the dialect humbug that was so much in vogue not long ago. It is still an open question with me whether the stuff wasn't "pi," pure and simple. Of course a bit of genuine artistic work will never capture the plaudits of the crowd. In every great popular success there is a strain of commonplaceness. That's the fundamental basis of its popularity. But dialect stories, humor of the latter-day Mark-Twain brand, and poems that read backward as well as forward, have no place in the successful magazine of to-day.

THAT there is a healthy demand for good literature of the less artistic sort, there is no doubt. Last month the Sun gave a tremendously enthusiastic send-off to Annie Trumbull Slos-

sin's cameo in *The Atlantic*, entitled "Dumb Foxglove." It is probably as neat a bit of work as ever appeared in *The Atlantic* or anywhere else, and yet the average magazine reader wouldn't know it unless he were told. As a circulation raiser it wouldn't be worth a red, still, in one sense, I'd rather have written it than "Trilby." As an editor of a popular magazine I should have declined it. So if anybody thinks it is easy to run a magazine he will soon find that a job in the gas works, while not so remunerative, is more conducive to longevity, and that's what we're here for.

A MAN must be fastidious indeed if he cannot find his wants supplied in the various attractions offered by the current magazines. In Scribner's there is a number of articles that are of more than passing interest just at present. Mr. F. Hopkinson Smith has a paper on Mr. E. A. Abbey, illustrated by reproductions of Mr. Abbey's pastels. If the latter were given in color it would be a great feature. I often wonder why the possibilities of color illustration are not more carefully considered by the art department in cases of this kind. Mr. James B. Townsend, who organized the Michaux Club, writes on the social side of bicycling, and hits a popular craze at the right time. Miss Marguerite Merrington, author of "Captain Lettarblair," also handles the same subject touching on women; and Dr. J. West Roosevelt treats of the subject from a physician's standpoint. Anthony Hope

and Mrs. Humphry Ward are also down for a turn. Mr. Melville E. Stone writes on Chicago before the fire, after the fire, and to-day, Then there is a chapter on posters with another lot of black illustrations which would be greatly improved by color. Harding Davis and Miss Goodloe contribute short stories, and Professor Andrews continues his story of the last twenty-five years bringing us up to the famous Tilden and Hayes controversy and the centennial. Mr. Duncan Edwards writes on athletic clubs, and Mr. Robert Grant reaches the summer widower in his series on the art of living. Poor hubby makes a great to doabout being left alone, but he wouldn't have it changed for worlds.

ANOTHER magazine, the contents of which are particularly interesting, is the Cosmopolitan. I sometimes wish the numbers of this popular publication were more uniformly even. They bunch their hits. Some issues are interesting from cover to cover, while others show a decided falling off. Considering the price, however, the contents of Mr. Walker's publication are certainly entitled to respect. They show a commendable desire to maintain a high literary standard in conjunction with a low price. In my statement last month regarding the effect on sales of the reduction in price, it appears that I was misled somewhat by the magazine's own figures; and instead of remaining as they were, the decrease in price had

a marked effect on the sales. Of the World's Fair number some 400,000 copies were disposed of, which brought the average up. As a matter of fact the cut in price from 25 to 15 cents has netted a gain of about 80,000 per month. A still further reduction to 10 cents would doubtless do much toward an additional increase. The (o mopolitan doesn't get credit for the full merit of the matter that is in it, probably because the management doesn't take the trouble to let the public know. If the Century had printed an article by Napoleon himself, as the Cosmogolitan did last year, Mr. Ellsworth would have simply swamped the public with posters, press notices, literary review advertisements, and goodness knows what not.

The removal of the publication to Irvington has certainly placed it in possession of the most complete plant in the business.

I NOTICE the weeklies are coming in for a fair share of business. There seems to be an impression in some quarters that the day of the weekly has gone by. Certainly the weekly in this country does not equal in importance the weekly in England. But judging from the business in Leslie's, Harper's, Puck, Judge, Vogue and Truth one need have no fear as to the stability and popularity of the weekly. Judge's Bicycle number and Leslie's Easter number were specially commendable.

## A DAY IN PHILADELPHIA: MOSTLY IN STREET CARS.

By Caswell A. Mayo.

TOOK a sleeper on the owl train from New York to Philadelphia.

Emerging from the Broad street station I saw looming large against a wall across the square and beyond the equestrian statues of General Thomas "and another," the startling legend

## Don't be Woozy.

Now, why Philadelphia should welcome her arriving guests with this somewhat discourteous suggestion I do not exactly understand. In fact I am not quite clear as to what it means to be "woozy" and fail to see how chewing "the gum

that's round" can prevent one from becoming "woozy," whatever it is that the advertiser may mean by resurrecting this obsolete form of the adjective oozy.

The barber shops in the vicinity are closed. I take a west bound cable car and find that the advertising manager of this street car line woos Mercury through Euterpe.

THIS PLACE TO LET to those who would change "business bad" to business good.



# Its price is low, its power is high. To bring folks to your store to buy.

And not for himself alone does he invoke the gentle muse, for I think I see his sign manual, or at the very least, the influence of his school, elsewhere than in the cards of the company itself.

## WHERE?

EVERYWHERE

## FELS-NAPHTHA SOAP.

This card stands prominently out.

The car company believes in combining precept with example, for in another space they inform those who go down to the city by cable that

The Eye notes what is printed here,

The find remembers terse and clear.

The Need arises for your wares,

The Reader to your store repairs.

THE everlasting **Hump** is seen on the Earth's satellite while several of the characters who figure in "Mother Goose" disport themselves thereabout.

THE Philadelphia street cars stop on the hither side of the street at a crossing, and nearly all the trolley cars have large and apparently useful fenders. These two precautions are, no doubt, mainly responsible for the vastly better showing which Philadelphia makes than does Brooklyn in the mortality from trolleys.

[An order has just been promulgated in Brooklyn, by the way, directing conductors to stop the cars at the hither side on reaching a street crossing.]

MAKE a bath of dew and flowers For the little one of ours, Doctor says such talk is bosh— An Ivory Soap and water wash Is best to bathe the baby in And so preserve his dainty skin.

This sonnet is accompanied by an illustration fairly well done, and is presumably one of the choice collection made by the Ivory Soap people in their prize contest.

THE black and red craze seems to have worn

itself out in Philadelphia car advertisements, for the coloring as well as the drawing is, for the most part, quite sane. As yet I have seen no trace of Aubrey Beardsley.

I fancy that nothing less chilling than the shadow of the gilded dome overlooking Boston Commons can be responsible for the air of reserve and of extreme gentility which shows itself, both in the matter and the manner, of the following card.

## A Striking Individuality

which every connoisseur notes in TANNHAEUSER is due to the uniform care and skill exercised in the manufacture of that beverage. It is always excellent.

THERE are no job-lots in the Philadelphia street car ad spaces. In the Brooklyn "L" I see offers at cut rates until May I. The Philadelphian does nothing so cheap-Johnish. He utilizes the vacant spaces for the cultivation of the muses—and his is ever a cheerful muse, singing of success, of prosperity, of happiness, of better days to come. It would be a distinct loss if all the spaces were sold, for then we should not have the joy of his poems. On the Spruce street line, he remarks, in red ink this time:

Count how many signs you see, Now on view within this car. Would these firms remembered be If their cards you could not see?

Assuredly not—but I had reached my corner, and did not have time to count them.

I AM mistaken. Aubrey Beardsley has arrived. I had thought otherwise. This fin de siècle, or, as Max Nordau would call him, fin de race artist on an age of degenerates, is represented, or, at least, his school is, by a black and white showing Cupid disconsolate by a smoldering fire, which is insufficient to warm a maid whose head and shoulders only we see. The girl turns her back on Cupid, giving him what our own Chimmie Fadden would characterize as "der icy shoulder, der glassy eye and der marble heart." In fact, she seems so

completely "out" with Cupid that it looks as though she might, upon slight additional provocation, give him the crowning infamy of "der frozen foot."

Below is the legend,

A HINT FOR VALENTINE'S DAY.

THIS I noted on April 2. Philadelphia is proverbially slow. Euterpe interprets:

STUPID CUPID.

Poor little boy, the lass is coy;
He cannot fire her soul,
For all too tame is Love's bright flame,
Why not try Bradley's coal?

Who and where Mr. Bradley is (this is not the deacon of Asbury Park) is told us in red ink, in panels one on each side.

THERE was an interesting story about wine of cod-liver oil, by Henry K. Wampole & Co., but I had to change cars.

NOTHING impressed me especially on the streets save the "Don't be Woozy" sign and a display of bromo-soda in the windows of Wm. R. Warner & Co., who don't seem vastly frightened at the "bromo" war, if one may judge by their window display.

WHEN an advertiser is carrying an elegant line of goods such as are likely to be purchased by people of taste and means, he knows, or ought to know, that nothing but a superior kind of advertising will fit the case. If, on the contrary, he wishes to reach the general public, he must adapt his ads, as nearly as possible, to the average taste and comprehension; must aim neither too high nor too low. Too much dignity and elegance would suggest high prices to many people, and therefore frighten them off; while, on the other hand, a too-familiar tone, or too much commonplaceness of any sort, would keep away another desirable class of customers.



FROM THE EVANSVILLE SUNDAY COURIER.

#### BOSTON LETTER.

ITH the advent of Easter bonnets and "fixins" galore, it would seem that certain lines of trade have received a mighty impetus. With these same bonnets and the other accessories and appurtenances of women's attire the dear creatures are making a great showing, and are in evidence at all the dry goods stores and other emporiums devoted to their needs and whims. They are spending money, too—real money, and buying necessities and luxuries right and left.

This is unmistakably the opening of the spring campaign for business, and the women are the motive power that sets the wheels of traffic in motion and marks this as one of the eras of seasonable activity.

Perchance you have not realized the power woman wields for business good or evil. She is a sensitive creature—sensitive to possible criticism or ridicule in dress and appearance. When her dress and wraps are unseasonable, shabby, or even if familiarity has made them appear so to her, she dislikes to show herself in public, refuses to commune with aught but her dressmaker and milliner, and waits until such a time as she can go out with the consciousness that her tout ensemble is perfect and her style the latest mode. Once this state of satisfaction is arrived at, she becomes another being, and sallies forth to air her finery and open up the sluggish channels of trade.

Possibly, if you stop to consider, you will appreciate the fact that just before and just after woman's chrysalis state, business is satisfactory, business is better than at other times, and that the unaccountable influence that spurs it to the busy point is—woman. I feel sure it's woman who is responsible, to a larger degree than is generally thought, for the largest proportion of business prosperity.

If I am correct, then, through woman, Fashion is the element to be catered to, encouraged. I mean that the bare necessities of life—the wherewithal to feed ourselves and cover our nakedness—are not enough in the magnitude of their requirements to make but the legitimate law of supply and demand. Eliminating woman and the factors dependent on her existence, all the necessity there would be for advertising would

be for the simple purpose of discrimination, and in a limited way at that. In fact Discrimination is really responsible for all there is in the science of advertising, but, under the existing condition of things, becomes a powerful element with wide scope and broad meaning. If it is not one brand of flour, it is the other, or another. If there is any difference in the quality of two printing presses, or one has any special advantages over the other, it is necessary to call attention to that fact. That's the principle of Advertising, with



# An Easter Lily

is emblematic of purity and truth; we may say the same of *Pond's Extract*, which for fifty years has stood the test.

Accept nothing as "just as good." Look for our buf wrapper and yallow label. POND'S EXTRACT CO., 76 Fifth Ave., New York the various differences in the conditions. If you've anything to sell, buy, or give away, you must let the fact be known. You cannot see personally more than a comparatively few people in the interests of anything you wish to advertise; there is where you call in other than your own efforts, and necessarily become a disciple of advertising by taking to yourself partners, in the shape of the newspaper, the man who acts as intermediary, the printer, the sign and show-card man, the bill-poster, the distributor, and others of the army of publicity. And your first experience with "discrimination" begins with them-that you may make a judicious selection and have your intent properly reflected, and your commodity really advertised.

Of the effects of judicious Advertising there can be but one opinion—these effects you see around you every day in the many successful and wealthy firms whose businesses are all under obligations to that science. Advertising compels attention—makes the public respond, willy nilly.

Probably as good an example as another of the positive results of persistent advertising may be given, by noting that staid old Boston, with so small a beer-drinking population, is absolutely unable to resist the insinuating advertisements of such firms as King, Van Nostrand, Burkhardt, and others, but is, forsooth, taking beer as a "spring tonic," and possibly feeding the baby with it, too.

I wonder if beer would work well in the bath

Now, beer is undoubtedly medicinal. So is water, if from some spring celebrated from its advertising prominence; but it is certainly advertising that teaches people to use beverages as medicine, and vice versa. (The "vice versa" is peculiar to the State of Maine.)

I am perfectly innocent of sarcasm in the last paragraph; I merely wish you to appreciate that the "medicinal" qualities of beer or water have been made known to you through some form of advertising. It's Advertising I champion.

You see, the public is at the advertiser's mercy, if the advertising is consistent, and care taken not to commit the solecism of substituting, as in this case, something foreign to the traditions of—New England readers, at least.

A few excellent examples of bright advertising conceptions have forced themselves on my atten-

tion the past month, and the Poster is blooming like the rose.

Here is a "good thing" in the idea (see following page), but, to my mind, injured in the poster itself by using for the red paint asort of subdued cranberry color, which is a too-poor reflex of the well-known quality of the brand it is intended to represent. Possibly it's only the "priming" coat. You've a big contract, gentlemen.

Mr. Donnelly, the well-known bill-poster, is using a creation of the modern impressionist (?) school of art. I suppose its title should be, "Say." It is florid in tone, gruesome in its awful frightfulness, but altogether good—for advertising. It is an apt illustration of the association-of-ideas principle, and, once the idea inculcated that this monstrosity is Donnelly's, the association can never be obliterated.



SLEEPER'S "Eye" is looking at you from many a vantage ground, and I believe that Mr. Wogan's paste is behind it in nearly every case. May its colors never fade.

THE "B-L" Tobacco circle, in red, white and blue, so familiar to the whole country east of the Hudson River, is just as brilliant as ever, and I admire the discretion which keeps the paint-pot in constant requisition, and the colors ever bright.

# THE SHERWIN-WILLIAMS PAINT

COVERS MOST, LOOKS BEST, WEARS LONGEST, MOST ECONOMICAL, FULL MEASURE.



Sold by

THE OLD COLONY PAINT CO., 14 and 16 Portland Street, Boston, Mass.

"GENERAL ARTHUR" is a fine looking man, but he has his moods, and those moods change his personal appearance considerably, or else the position he occupies on the bill-boards over here influences some of his characteristics. He is a warm personal friend of Messrs. Waitt & Bond.

SINCE my last month's letter, the Boston Daily Standara has been launched. Major Alfred R. Calhoun is editor, Mr. John G. King. business manager, and Mr. C. J. Messer, manager of circulation. The paper is a unique thing in journalism, but hardly time enough has elapsed to get everything in prime working order. Its plant is finely equipped, and there is lots of enthusiasm and loyalty to the flag the paper has adopted as its trademark, by the working staff and its adherents.

I would caution Mr. King to avoid working more than twenty-five hours out of the twentyfour, as human endurance has its limit, and good men are scarce.

AND that reminds me of poor Chickey. His is an example of literally working himself to death. I saw him just about the time of writing my last letter, and hoped he might pull through, as he was on the mend, but, contrary to the advice of friends, he would not take a long outing in a warmer and more congenial climate, to recuperate and build up his shattered forces, but, exposing himself to the inclemencies of our erratic climate, he has paid the penalty.

Poor fellow, he was much beloved by the paper he was so loyal to, and it is a pity he could not be spared for longer usefulness on the *Herald*.

I HAVE met the genial Mr. Hasbrook of the Traveler. He is pleased with the prospects for his paper, and I know that the public and the intermediaries are—like Barkis—" willin'." The Easter number of the Traveler was extremely attractive, and a full-page advertisement of Norcross' was as elegant a thing as ever appeared in any newspaper.

I think the "Victor" cut made a better showing in this issue than the same design in other papers, and with a slightly different arrangement. Here it is:



THINGS are moving with great rapidity in the Globe building—that is, they will be moving with extreme rapidity in the near future—something like 350 ft. a minute—or was it a second, brother Downey telephoned me? It seems that Gen. Chas. H. Taylor gave a complimentary dinner, last Friday, at the Algonquin, to Mr. Frank A. Munsey, and since that time there has been given such an impetus to the rapid transit idea, that nothing would do but that the Globe must have a couple of electric elevators—the first to be con structed in New England. Like their circulation, everything the Globe people do is in the way of progressiveness.

THERE is an accession to the Journal's staff in the person of Mr. Bodwell, of the Youth's Companion. He comes to relieve Mr. Classin of the outside work attendant on the duties of manager of circulation. Mr. Classin is in touch with the business part of the paper, and Mr. Bodwell's presence will allow of a larger field of usefulness in a direction Mr. Classin has been obliged to assume in connection with his conventional duties. The Journal is a hustler, and no mistake.

THE Post, Transcript, and the Record, with its mamma, are all well, thank you.

I COPY verbatim an article from a suburban paper:

"In the New England Farmer this week the name of George M. Whitaker as publisher is replaced by that of the Whitaker Publishing Company. Mr. George A. Rogers, of North Andover, has become one of the directors of the new company and a member of the editorial staff. Mr. Whitaker continues as editor-in-chief and general manager."

Before I refer to the newspaper advertising agencies, I would like to gratuitously assist some worthy brother in procuring a "cook," by "copying," without the conventional "out-oftown papers, etc.," this gem of "discrimination"—the quality I referred to as the true advertising principle. I am sorry I cannot credit the proper paper.

WANTED IMPEDIATELY—A RISING AMBITIOUS young cook. Must absolutely be able to distinguish "cat meat" from "stake." Address 250, this office. tt

Dodd's Advertising Agency.

THE retirement of Mr. Dodd from active service in the advertising agency established by him in 1866, will involve no material change in the conduct of the business in the future.

Mr. Barber, who has been with him through all these long years, has borne much of the onus of detail, and now with a larger interest and his trend toward modern methods, it is safe to predict that Mr. B. will attract to his firm much new clientage-much new business. The firm's annual publication is just out," Advertisers' Newspaper Manual." Besides containing valuable advertising suggestions of practical worth to any advertiser, opportunity is taken to announce a new departure in the way of service to firms that place their own advertising, whereby, and I quote from the announcement itself, "an advertiser can be sure that full service is rendered by the publishers on advertising contracts which have been made direct, on trade contracts, or in the many special ways which are constantly arising."

The man who has been an advertising agent for more consecutive years than any other in the business, can put to shame many a younger disciple in the art for fertility of resource and that appreciation of the refinement in advertising that makes an ad a thing of beauty as well as



utility. A young face framed in the snowy halo of middle age looks directly in your eyes and compels a man to speak in the frankest manner without any subterfuge or evasion.

I speak of a first impression, as I have never had the pleasure of a previous acquaintance. I trust that this impression will be as permanent as the good I am sure his advertisements will bring to his clientage.

THE S. R. Niles Agency, feeling the need for an added force to cope with the business in sight, have a new man in their eye, if he is not already engaged, and this acquisition will round

out their force of past masters to that rotundity which will give to this old firm a final touch to the dignity and probity it has always been so proud of. The office is being divided into smaller and private sanctums for the sake of seclusion and convenience in considering matters advertising before they are ready to be launched on the public. This firm has the business of the "Regal" shoe, obtained by and in charge of Mr. A. H. Wood. I print one of a new series of "Regal" ads which has been compiled with extreme care and illustrated in a manner worthy of plate paper. They also will handle the official souvenir for the Triennial Conclave of Knights Templars to be held here in August.

Pettingill & Co.

Are extremely busy, and while they are prone to extreme discreetness in telling the world of their connections; to their large and increasing facilities they are attracting many firms of national repute as advertisers.

#### C. H. Guild & Co.

Bother the life out of me. They have contracted for space in ART IN ADVERTISING, but are so busy that they cannot prepare their own copy. You know what that means—looking

after the business of their customers first. "Business before pleasure"—for they have business—much of it—and it is a pity they cannot enjoy the pleasure of the time necessary to write a wee, small ad, for the sake of the great army of would-be advertisers that is waiting for just such an indication of their existence.

MESSRS. COLTON & WALSH are handling the advertising for the Pharmacy Fair beginning the first of May. I already have a copy of the official sheet, "Pharmacy Fair Journal," which is an epitome of the enterprise, and contains portraits of the advisory board and management.

I HAVE received a number of exchanges from different parts of New England. I would like to thank the gentlemen to whom I am indebted for their courtesy and say that if I neglect to more than mention the papers by name this time, owing to press of business, I will take pleasure in giving them a more careful attention in the next issue of ART IN ADVERTISING. The papers referred to are the East Boston Free Press, Springfield Republican, Manchester (N.H.) Union, Hartford (Conn.) Times, Boston Ideas, Providence Journal, Providence Evening Bulletin.

BOND, of Boston.



## CHICAGO NOTES.

THE outlook is very encouraging. For the last three or four months business has been very brisk, and there is a noticeable increase of confidence on all hands.

The general idea seems to be that this is going to be a very fair year Even the farmer is hoping for a good crop this fall, and when the farmer hopes, all is not lost.

So far, Western folks have not responded with great alacrity to my offer to review good advertising matter

Is there none in the West (except what I write), or are they afraid that I will be too "perticler" in picking flaws?

As an inducement, let me offer to review any Western matter which is sent in, good or bad. Anyone who wants a criticism can have one by sending his matter to Chicago office of ART IN ADVERTISING; and if he wants to be handled tenderly, and with the gloves on, as it were, a hint to that effect shall have my best attention.

I have received two beautiful samples of artistic printing. One is a calendar for April from R. R. Donnelley & Sons' Co., and the other is a poster or show card from the P. C. Darrow Printing Company, both of this city.

The calendar is very striking, and at the same time artistic. It is printed in four colors and is quite unique. The design is by Merriman.

The poster by Darrow is in five colors, and is also very attractive and artistic. The design is by Denslow and is full of life. The colors are skillfully handled, the flesh tint being specially good.

Both of these pieces of work are fine specimens of art printing, and are well worth sending for.

LAST week I had occasion to chronicle the consolidation of the *Herald* with the *Times* and the purchase of the controlling interest of these papers by Mr. J. W. Scott.

This month I have to report his sad and sudden end in New York. There is nothing to add to the wide-spread expressions of regret and eulogium which have appeared in the papers all over the country. Mr. Scott was a typical

Call at Our Store for Portfolio of Last Week's Cartoons on Plate Paper FREE.



THE ENDING OF THE JAPANESE WAR (Japanese, for the Chinese were not in the smoother assumpts of the vi-tory of QUALITY over quantity QUALITY at LOWEST PRICES is what we emphasize in our

Men's Pine Brokaw Suits, \$20 to \$35

Men's Pine Brokaw Overcosts, \$20 to \$35

Men's Pine Brokaw Trousers, \$7 to \$12

As in everything we sell you will had an example of it.

SPECIAL SALE TODAY—Mea's Pine Sarony Cheviet Suits, blue and block
at \$15 and Man's Pine Emritsh Wersted Overconts at \$12.

# WILLOUGHBY, HILL &- C.O. CLARK, & MADISON STS. HILL &- C.O.

Chicagoan, a hard and tireless worker, an enthusiastic and well-liked man.

WILLOUGHBY, HILL & Co. have engaged Currier, the artist who made the Kirk cartoons during World's Fair year, to do similar work for them. I illustrate a sample. Mr. Currier was originally in the employ of Lord & Thomas, who handled Kirk's advertising at that time. Kirk took Mr. Currier from Lord & Thomas into their their employ, but after a few weeks or months the dull season came and he got his congé.

THE Spalding advertisement which I show was quite striking, but the small lettering was almost illegible. It is a good example of something good that might have been better.

HERE is a very good advertisement of Carson, Pirie, Scott's. I found it all by itself top of column n. t. r. The size is only 3 inches s. c., but it shows up very well.

I CAN hardly call Streeter's prize jingle competition a great success. It is a question if the



publicity which such a competition gives pays for itself in shoe sales. Certainly the "results" in jingles are heart-rending.

In the April number I notice the catch phrase "Get it at Norcross" as being used in the Norcross advertising. Now, I have never seen any of this advertising, nor do I know when Mr. Norcross began to use this catch phrase, but I do know that along in January I began to use the very same phrase for an old customer of mine in California, a Mr. Cutler. As I had it the phrase read "Get it at Cutler's" and I thought it was a very good phrase when I invented it.

THE sample I show is one of the first I got out with the catch phrase. I only mention this to place myself on record as having been an originator and not knowingly a plagiarist.



SPEAKING about Mr. Cutler, he is rather different from the ordinary retailer. As a rule the

Here—They R The —Jingles—

# Streeter's 5\$ Shoes

134 State, 68 & 70 Madison-st.

Superior's Titat Richard Estin Esty Torty Espain Regal Shoos
Footineto Incomporable Volunisous Estaliaration;
Decorate Omaloposas Liquismante Leading Ambling Retinana,
Superior Healthration; Overpower Estalgering Saturation.
D. Q. TONDA, Mishawaka, In C.

Po get at the hermony of all possible through the possible through the hermony of all possible through the possible through the possible through the plant sheet receivable will describe the possible through the plant through the possible th

24 PREE-1 PR. \$5.00 SHOES.
In Chinage there is a street, upon this street is Street—
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() will also a base on the street in Street—
() the street is street in Street) and of Street—
() the street is street.

The price is upon Figs Sellano—
() will the and sexting more.

Line hard Caleff, LaGrange. If

8th PRIZE—1 PR 83.00 SEOSS.

A spinotid then in third of the PRIZE—1 if Seconds 1 by 1 than others 8.

Exercise they to better—C: The Control of the PRIZE—1 if Seconds 1 by 1 than others 8.

Exercise they to better—C: The Prize than others 8.

S THOMPSOL 618 Fullman Ridge, Chimato.

LAURA LOSET

6th PRIZE-1 PR. 82.00 SECTA.

If Streeter cells 68 Shoes.
And abous 5 thousand mes.
Ever many restore will it take
To "aboo" is uthoore here
LAURA LORIFIER. 1999 Chestert-71.
Chestert-Caulton.

retailer thinks he is paying big money when he expends \$1 for the preparation of an ad. But Mr. Cutler pays me as much as any of my customers, which is a good deal more than \$1 per ad, and he is well satisfied with the results. He has been with me for nearly three years. He is the only retail storekeeper that I do business with.

I AM in receipt of a very neat little desk calendar from the Western Leather Manufacturing Co., Chicago. A good article and a good advertisement.

THE Hammond Typewriter Company are bold people. They have a window filled with old caligraphs and on them a card bearing the legend "Scalps taken from the T. T."

THE WAUKESHA HYGEIA COMPANY are in the hands of receivers. They had the most astonishing success for a time, principally during the Fair. Everybody used Hygeia spring water, and they paid an enormous sum to the Exposition Company for the privilege of supplying the drinking water on the grounds. They got a franchise or permission to lay a pipe line from Waukesha, Wis., to Chicago through which to pipe their water to the city. But they stopped

their advertising some time ago. Some of the dailies gave them a great raking over, and said that their spring wasn't a spring at all, but only a marsh. Then they had trouble with the authorities at Waukesha, who wouldn't let them lay their pipe line through the village, and this accumulation of troubles, I suppose, was more than they could bear.

I HAVE had something to say from time to time about the Fairbank advertising. Here is an ad which I think is superior to the ordinary run of their work. In the first place, it stands alone. It is not to be confounded with Cottolene and food products. And then it is original and catchy. It is a good ad.

THE half-tone, Bissell's carpet-sweeper cut,





## White Washing Done Everywhere with SANTA CLAUS SOAP

All washing is not white washing, as all soap is not Santa Claus. That bath-brick tint when seen in clothes always proves that they are strangers to Santa Claus Soap. Try it. Sold everywhere. Made by

The N. K. Fairbank Company, Chicago

which I reproduce, is a good ad. I don't see how it could be better.

LORD & THOMAS have just sent out a little booklet entitled "Yes or No?" Very neat and well written. It is a new departure to some extent, since 't advertises primarily, not Lord & Thomas, but Scribner's Magazine, Chicago edition.

J. WALTER THOMPSON is busy, as usual. He has just received an appropriation from Wm. Rieger, of Germany, manufacturer of high-grade soaps and perfumes. Marshall Field & Co. are the United States sales agents.

He has also made a contract with the Muscatine Oatmeal Company, Muscatine, Iowa, for advertising in Western dailies. E.A.WHEATLEY.



WE were indebted to *The Trade Monthly* for our quotation, in the April issue of ART IN AD-VERTISING, from Scruggs, Vandervoort & Barney, of St. Louis.

WE are not "up" in Spanish, but we know a good thing when we see it, and a very good thing indeed is the Waterbury Watch Company's "Catálogo Ilustrado." This is a 32-page book, very handsomely illustrated in half-tone and showing the various styles of "Waterbury's." The book is for the South American, Mexican and Spanish trade generally—as near as we can make out with our limited knowledge of the language.

ROM the Knapp branch of the American Lithograph Company comes the Premium Catalogue of the American Tobacco Company for 1895.

The articles described in this catalogue are given as premiums for the sale of various brands of tobacco. In order to lend increased interest to the schemes and to further enhance the value of the premiums, the work in the catalogue has been carried out on a plan to correspond with

the object for which it is intended. premiums are all excellent and all desirable. would be suicidal to belittle their importance by indifferent printing, so the catalogue, which at first glance might be criticised as too elaborate, finds its justification in the result which it is meant to produce. That it will excite a more widespread interest in the premiums offered cannot for a moment be denied. And as that is of prime importance the extra expense and labor involved in the present production will be richly compensated. There are marginal sketches, decorative head and tail pieces and vignettes of the articles offered. Some of the head pieces, such as the little boy over the page devoted to Capt. Mayne Reid's books, while not original, Whether the boy is are very apropos. absorbed in Robinson Crusoe or Captain Reid matters but little. The idea is good. It is a pity of pities that the margin is so slight. Another half inch all around would have made all the difference in the world. The catalogue is well worth having, and a copy can doubtless be had for the asking. It has a lithographed cover in egg-shell paper and ornamented with gold lettering and an Indian's head, which is the trademark of the company.



CITY TICKET OFFICE: 232 Clark Street, - Chicago

### THE MATTER OF MOMENTUM.

By Joel Benton.

THE Irishman who fell to the ground from a second-story window, and was greatly commiserated by a passer-by on account of his fall, said, as he picked himself slowly up: "Ah, it was not the fall at all; it was the stoppin' that hurt me." But even the Irishman's philosophy did not quite hit the mark. It was not so much the "stoppin'" that produced the unmistakable effect as it was the momentum he acquired by the time and distance involved in his unwilling performance.

Now, the something in these elements which makes momentum is to be seen in advertising. If you placard your business once or twice, you achieve some initial benefit, no doubt. But if you do it a dozen times, still more, and so on with every repetition, the time and the distance—in other words, the persistence with which you appeal for publicity, and the space you cover to attain it—give you at last the benefit and force of momentum.

Everybody knows that the enterprise which sets out with a new name labors under some difficulty until its name and purpose and the quality of its offerings are made familiar. If it could get momentum to begin with, the way would be easier to fame and success.

Great business houses understand the accretion of value that comes to a known name, and are loth to change the style of their title. Such names as the Rothschilds, and Hope of Amsterdam, in the large commercial way, Gillott, for steel pens, and Barnum for the show business, are really condensed capital. And why? Because they have at their disposal a stock of accumulated notoriety that is constantly at work for them. How often a famous firm, if it was "John Smith & Co." for instance, is continued when John Smith dies as "John Smith's Sons," or if the surviving partners are Jones and Robinson, as "The John Smith Co."

Notable papers and magazines cling to their titles as if some magic inhered in them, as something like magic certainly does.

There are Godey's and the New York Ledger still existing as samples of this sort, one over sixty years old, and the other dating about forty years back, and both appealing for custom through the sanction and consecration of honorable age and service. Neither is much like what it once was, and both try to link the past and future together in spite of their onward evolution, because the fame that has been won is still a working factor.

But sometimes historic trademarks and names really die out. In the proprietary medicine line let me ask where now is "Swain's Panacea" and the "Opedeldoc Liniment"? Both of them were known sixty or seventy years ago. It is only, in fact, within a recent period that they seem to have faded out, and their loss suggests an idea.

How would it have done to pass their names over to some newly invented remedies, which might be called the "New Swain's Panacea." and the "New Opedeldoc," as we bring out the new and revised edition of a popular book? That would have saved their old traditional custom while helping to get that which is new. But let us look at momentum from another point of view. Here is a book which I will not name. for everybody knows of it, which has been so advertised that it now advertises itself by a sort of perpetual motion. Towns are named after its heroine; her foot goes in pictures and in other people's advertisements; ice-cream is made in the shape of this foot; the story in the book is dramatized; sermons and club meetings discuss its morals; one literary paper heads and makes a department upon it; a magazine pictures its author and his residence, and gives a sketch of his life and work; and so on.

The name and fame of it actually run beyond any power to describe, and the features thereof are too numerous to catalogue. Probably children by this time have been named after the heroine, if not nicknamed after her lover. Teas and songs have acquired the heroine's name. Yet the book is not great, and will not cut any figure five years from now. Books better and more enduring have come out during its hectic career, but between them and the public the opaque veil has not been lifted. It is the old moral that we must draw - that everybody steps in to give an onward push to what is already a sure success. Get high enough into view, and all the world will push you up higher.

# The Origin of Signs as a Factor in Advertising

## 

About 30 years ago, little over a quarter of a century, advertising signs came into prominence as a medium of obtaining publicity for advertisers.

The first practical and prominent adaptation of Sign Advertising occurred during the year 1864. Then Mr. Chas. S. Houghtaling, a rising young sign and pictorial artist, having a natural gift, and under the instruction of an expert master, with whom he thoroughly learned the art of clear, bold sign and pictorial painting, opened his first sign-shop on the Bowery, in New York City. His capital at this starting of business on his own account consisted of small savings, made during his apprenticeship, and his pot and brushes, combined with indomitable energy, and a determination to accomplish whatever he should undertake.

At first his venture was moderately successful in obtaining employment at painting scenery for the small theaters and museums, and signs for tradesmen in that vicinity; but the following spring, owing to the general dullness in all lines of trade, and the competition of his older established competitors, they having on their list most of the regular customers, he thus found business very quiet; hence the young man's prospects for future success in that vicinity were far from encouraging.

While thus wearily waiting, for days and days, with little to do, brooding over his uncertain prospects, the happy thought occurred to him that he might profitably advertise himself during his spare time by a display of his own skill. Promptly acting upon this idea, he took his paint-pot and brush, and, going up town through Harlem lane and along others of the then popular avenues and drives, he set himself to work painting up in big, bold, black and white lettered signs (abbreviating his name to "Hote"), painted everywhere, "Hote Paints Quick Signs." "When in a Hurry, Send for 'Hote'—on Bowery."

These tersely worded signs, painted on the rocks and fences all along those much traveled thoroughfares, he wisely conjectured, would attract the attention and make a forcible impression upon the minds of business men who frequented these avenues for the purpose of family carriage riding, or speeding their fleet horses after business hours.

It was this unique and altogether original experiment of advertising himself that proved exceedingly fortunate. Merchants and tradesmen being strongly impressed by the novelty of "Hotes" advertisements thus forced upon them, as well as the bold, striking, artistic style of the workmanship, at once orders for "Hotes" quick-made signs began to come to his shop from all parts of the city.

"Hote," upon receiving this sudden impetus to business, which, of course, enlarged his capital, became convinced that the ulterior results from such a small experiment, if more extensively performed, would bring to him other and more valuable business. Imbued with this idea, he visited Messrs. P. H. Drake & Co., who were at that time in the zenith of their success of "booming up S. T. 1860 X Plantation Bitters," by every available method of advertising. Laying before that firm his new and original plans for the sign advertising of "S. T. 1860 X," in a similar but on a far more extensive scale than he had originally started for himself, these advertisers being wide-awake to everything that would permanently popularize the name of their "Bitters," at once contracted with the young artist to paint their advertising in all the most conspicuous places available around New York, especially in the neighborhood of Central Park and other localities of popular resort. Having completed this, all to P. H. Drake & Co.'s satisfaction, these famous advertisers, with characteristic enterprise, soon after arranged with "Hote" to paint their advertising signs on all lines of railway travel throughout the length and breadth of the Atlantic Coast States.

It was during this time that "Hote" showed his enterprise and aggressiveness by constantly following the advancing Union Army; was on hand at the Fall of Richmond, and the day after the surrender was busily engaged in decorating the redoubts commanding the Confederate Capital with the mystic symbols, S. T. 1860 X.

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The great success of popularizing the name of "Plantation Bitters" by his new system of "display" soon set the sign advertising ball in motion, and signs at once became recognized as a distinct and valuable factor in directly profitable advertising.

Few people can have any adequate conception of the magnitude of an enterprise like this, or of such a one as that soon afterward undertaken by "Hote" for H. T. Helmbold & Co., of "Helmbold" Buchu" fame.

During his contract with Mr. Helmbold, under the impetus of their mutual enthusiasm in the new departure, "Hote," within two years' time of hard, persistent work, and under great difficulties, involving not a few privations and hardships, succeeded in painting, systematically, in and near almost every habitable place, in four-foot letters, the words "Helmbold's Buchu," which set the natives and travelers everywhere agog with curiosity.

After decorating the Palisades and rocks that line the Hudson, together with all cities and towns throughout the Eastern and Middle States, he transferred his labors to the Western States and Territories, and even as far as the Pacific Coast region. Many parts of the country that are now flourishing in all the perfection of civilization were then a howling wilderness. The Union Pacific Railroad was not yet finished, and "HOTE" was obliged to travel overland by stage and pack-mule routes to complete his great undertaking.

But while in their day Messrs. Drake and Helmbold were probably the most daring and extensive advertisers, others soon followed, who not only took the cue from them, but vastly enlarged and elaborated upon their success at sign displays.

In succession and prominence in the field of outdoor, fence and wall advertising, came, in rotation, the renowned Walker's "VINEGAR BITTERS," which was signed up by "HOTE" with even a greater display than that attained by Helmbold.

Following it came the national displayed signs of "St. Jacob's Oil," "Blackwell's Durham Tobacco," Warner's "Safe Cure," and those of a host of other successful advertisers, all of whom have since continually employed "Hote" in the painting and extension of what has proved to them to be an immensely effective advertising medium.

Among the latest and largest, and which has, perhaps, become the greatest advertising concern of the present age, is the firm of Messrs. C. I. Hood & Co., Lowell Mass., proprietors of "Hood's Sarsaparilla." This firm is acknowledged to be the most judicious and aggressive of advertisers that the world has ever known, and who have exclusively employed "Hore" as a contractor to paint their signs everywhere throughout the world.

Where is the person who has not seen and had forced upon his attention the advertising signs of "Hood's Sarsaparilla?" What traveler is there who has not had "handed in to him" on the limited the signs "Hood's Cures" on thou sands of barns, fences, etc., from New York City to the "jumping-off place" way "Down East"; then, again, up the Hudson River, and alongside the great railroad trunk lines to Buffalo, Pittsburg—clear through to Chicago, St. Louis, Kansas City, Omaha, Denver, St. Paul, Minneapolis, to the Rockies and beyond.

The magnitude and far-reaching extent of "Hote's Signs" of to-day may be surmised by the casual observer, but can only be comprehended and realised by the business man who considers the immense area of territory over which these signs are displayed, and the millions of people who are inevitably and constantly confronted by them, whether in their own locality, or wherever they may travel, standing out as mute, bold, efficient guides and constant reminders for the various interests that they represent.

From such an humble beginning, upward and onward, this enterprising genius "Hote, Knight of the Brush," has forged his way, steadily, surely and permanently, to a general commercial recognition as the creator of a powerful factor in American advertising, until at the present time there is annually, profitably expended, over half a million dollars for "Advertising Sign Displays," and this for the simple reason that, without prejudice and acceptance of Hote's creed of "Purity in Paint and Honest Service," his sign displays have proved to be of extreme value and sterling benefit to all advertisers who have taken advantage of thus popularizing their name, or the goods they manufacture.

# "HOTE" LET "HOTE" GET YOUR "HOTE"

A Veteran in Experience—"He Knows His Book"
An Encyclopedia on Display

74-76 Madison Street, Chicago

3 Park Place, New York



### NOTES.

R. WILLIAM H. BUTLER, formerly secretary of The American Tobacco Company, has been elected third vice-president to fill the office left vacant by the death of Mr. Wm. S. Kimball. Mr. Josiah T. Brown is now secretary, having been elected to succeed Mr. Butler.

LEVER BR s., of Birkenhead, Port Sunlight, England, makers of the celebrated Sunlight Soap, have opened an office in the Mercantile Exchange, corner Hudson and Franklin streets, New York, under the management of Mr. Wolfenden, who is now considering suggestions for advertising.

THERE is some indication that the favors of the advertiser, heretofore so lavishly bestowed upon the monthlies, is at last coming the way of the weekly. In England it is all weekly, and no monthly. Here it has been exactly the reverse. It begins to look as if the change had come at last. The weekly does not exactly occupy so relatively large a position of importance in a country with Sunday papers as in a country without. But the weekly in America has a field of its own. None of them now being published are aware of the fact, but it is a fact nevertheless.

THERE are rumors of another war against the cigarette "Trust," and the various lithographic drummers are pawing the air like war horses who scent the battle from afar off. A real good lively scrimmage is what they want, and every night they pray to the dear Lord to bring it on right away, quick. This time it is said the plug tobacco manufacturers of St. Louis and other far-away points are going into the manufacture of cigarettes, which they intend to use as an advertising scheme. For every ten-cent plug they will give a pack of cigarettes free. And so forth and so on.

This is a crazy scheme, but, crazy or not, it would help to boom things for the gasfitters, who are temporarily selling color work, and for that reason is to be commended.

It has always seemed to me that the litho-

graphic people could afford to start some cigarette company just for what they could get out of the American. But they seem to prefer to flock by themselves, do no business, and chew each other's heads of. Oh dear, oh dear!

In the spring a young man's fancy,
You can bet your precious pelf,
Turns, as it does the year around,
Entirely to himself.

"HAVE you a novel called —, by ——?" asked a young woman of an attendant in a city library.

"No, and we never heard of the book until to-day; but we have had at least ten applicants for it since 9 o'clock this morning. I beg your pardon, but would you please tell me how you heard of that book?"

"Why," she replied hesitatingly, "I received a note from a friend telling me to read it."

"Well," he said with a smile, "the others who applied had heard of it in the same way."

The young woman looked surprised, but said nothing and passed out. A man who had overheard the conversation spoke of it to his wife that evening as a curious coincidence.

"Coincidence, fiddlesticks," she said. "Wait a moment until I show you what I received this morning." And going to her desk she brought this note for him to read:

My Dear: If you want a surprise read ——. by ——. You will immediately recognize the character ——. Hastily yours, E.

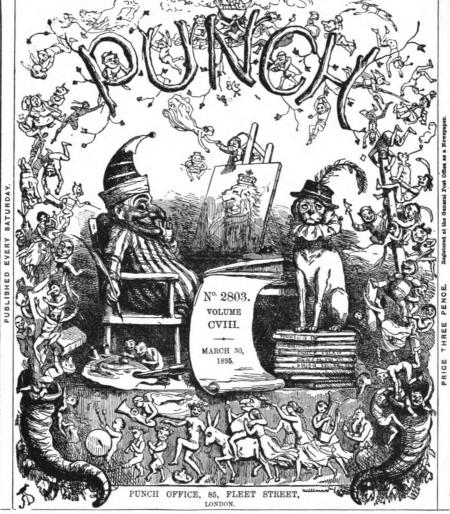
"Well, I thought over all the Ellas, Evas, Emmas and Elizabeths of my acquaintance," she went on, "but I could not recognize the handwriting. It was a clear, round hand, but unformed, like a child's. Coincidence, indeed! It is a clever advertisement, new in the book trade, but I have seen similar letters. Four years ago a furniture firm sent out a clever imitation of a letter, written in a delicate feminine hand, dated at a country villa and addressed 'Ma chère amie.' It was a gossipy, pleasant letter, and at the end requested the friend to buy her two or three pieces of furniture, little pen-and-ink sketches of which were pinned to the corner. Of course the price and where to buy them were not overlooked."—Sun.

No. 19, PICTURES FROM "PUNCH," published to-day, price Sixpence, commences the 4th Volume. Volumes 1 to 3, very elegantly bound in Cloth, with the edges gilt, can be had from all Booksellers, price 6s. each. Also Volumes 1 & 2, as a Double Volume, in a rich half-leather binding. Price 10s. 6d.

the Punch

or from

638" NOTICE. - THE TEARLY SUBSCRIPTION to "PUNCH," when formereded by post, either through Newsagenia, Booksellers, &c.,
Office, is, including Postage, 15s. 9d.



PURE CONCENTRATED

STRONGEST AND

Mer NOTICE.—Rejected Con not even when

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BEST."-Health

#### LONDON LETTER.

By T. B. RUSSELL.



UNCH, which is quite an institution in this country, is perhaps not altogether your sort of funny paper; but if *Punch* were not just what it is, *Puck*, *Judge*, *Life* and the rest of them would not be just what they are. The *Punch* form is so indelibly stamped on all comic journalism that

it is hardly possible to get entirely away from it—in this country, at all events. Mr. Harry Furniss, formerly a Punch caricaturist, started a rival comic the other day. Mr. Furniss, an excellent draftsman of political caricatures, has for some years been laboring under the impression that he has journalistic capacities too, and Lika Joko is one of the indications of this opinion. A cover and form were selected with the obvious and laudable purpose of being as unlike Punch as possible. But when you get inside the paper, the trail of the serpent is over it all. Do what he would, Mr. Furniss could not get away from trying to reach the Punch lines.

Public opinion is very conservative in its ideas of journalistic form in this country. The London edition of Texas Siftings used to be about as much unlike Punch as any comic paper can be, and I know something about it, because I edited it for about nine months, and it took some editing too. I about doubled the circulation before I had done with it, and the paper only lived six months after I left it, so it may be allowable to assume that my editorship was pretty successful. But it was a difficult thing to move, and chiefly so, I think, because of the conservatism aforesaid.

It is not the form, however, so much as the methods of *Punch* that make it so great a paper. And there is only one principle underlying those methods, which is, to have the best in every department, regardless of cost. The first editors were Mark Lemon, Shirley Brooks and Tom Taylor. Thackeray was a voluminous contributor; and from its earliest years (it was founded in 1841) the best comic writers and artists have been on the staff.

The Punch dinner, held every week, not in the Fleet street office, but at a house in Bouverie street close by, belonging to the paper, is a world-famous institution. The recognized staff -there are about fourteen just now-meet at this dinner to settle the subject of the forthcoming cartoon, drawn by Sir John Tenniel, the doyen of the paper, and always distinguished by its preëminent artistic merit, insight, and reserve. The cartoon is by no means necessarily comic; it is often stately, and never otherwise than dignified. The cartoon on the occasion of any national or international calamity or dilemma goes through the country like a flash; and the verses which accompany it are of the same quality. Punch is not a serious paper, either. It may not send you into as many kinds of kink as some of your own admirable comics; but its wit and good taste, and the unapproached excellence of its illustrations place it, as you would say, on top of the world.

Mr. Francis Cowley Burnand had been connected for some years with Punch, when, on the death of Tom Taylor in 1880, he was called to the editorial chair; and, by the way, the famous parody, "Mokanna," generally attributed to Thackeray, was written by him. Mr. Burnand has a short-cropped beard, nearly white, a fiercelooking moustache, and quick, humorous eyes under dark brows. He lives chiefly at Ramsgate; but you generally see him at a first-night in any London theater. He is a Roman Catholic, and was originally intended for the priesthood, but was afterward called to the bar, though he had long before that found a part of his ultimate vocation as a dramatist. Arthur A. Beckett, sub-editor, who was similarly associated with Mr. Burnand years ago on a small paper called the Glow-worm, is a genial, white-bearded man, editor, until a little while ago, of a London weekly, the Sunday Times (not connected in any way with The Times), and a capital after-dinner speaker, as I, who have heard him, know. The sub-editor contributes, and has among his coadjutors Mr. Henry W. Lucy ("Toby M. P."), chief of the Daily News parliamentary reporting staff, and Mr. Fred. Anstey-Guthrie, author of "ViceVersa." The chief artists are Sir John Tenniel and Messrs. George DuMaurier, Linley Sanbourne, E. T. Reed (a son of Sir Edward Reed, the great naval architect), Bernard Partridge and Phil May. The front page of *Punch* and a page of mixed advertisements from it are reproduced by way of illustration.

THE DR. WILLIAMS MEDICINE COMPANY ("Pink Pills") is running a series of full-page advertisements in some of the London evening dailies, and one or two of the morning papers, which have made a sort of sensation. I do not remember that anyone else has used these papers in quite the same way before. Full-page advertisements twice a week in papers having only four pages altogether make quite a splash; and there are five papers being used in that way, while in a sixth a three-column space is being employed. The advertisements are illustrated by outline drawings of considerable merit.

THERE is a good deal of typewriter advertising done in this country, largely on American lines, since the typewriter interest here is, with the exception of Colonel North's machine, practically all American. The Remington people have the best part of the field to themselves, and do some of the best advertising. For some future letter I hope to extract an interview with Mr. J. Walter Earle, who manages for the Remington in London. At the tournament last year-an admirable and admirably advertised military display held in London every summerthere was an interesting act in which the use of the typewriter on the battle field (for typing out orders and similar services) was shown. Bicycles, each with a Remington typewriter clamped to the handle bar, were used by aidesde-camp in a sort of sham fight, and the display, which was pictured in all the illustrated papers, must have been a pretty good ad for the machine.

A LAW case of some importance was decided here the other day. Fownes Bros. & Co are makers of gloves, known universally as Fownes' Gloves. Gloves, by another maker also named Fownes, but apparently not in any way a party to the matter, were displayed by a retailer with the ticket "Fownes' Gloves." The retailer

claimed that as the maker's name actually was Fownes there was no case against him; but the Court thought otherwise, and an injunction with costs was the result. A man who happens to be born with a name that someone else has made valuable by extensive advertising, cannot take advantage of the fact to trade on his namesake's repute. The importance of the decision to advertisers is obvious. A less satisfactory ruling was given by the ultimate tribunal the other day in a case where Mr. Mellin sued a retailer who, in selling Mellin's Food, affixed to the tins a sticker recommending a substitute. The House of Lords was unable to decide that this dirty trick is illegal, a fact much to be regretted.

London, March 27, 1895.

WITH the coming of spring there seems to be a lively revival of the sandwich man and "parade" advertising in general. These street processions invariably attract attention, but it is doubtful if the interest they create extends much beyond their own unusual appearance.

THE long line of boys, clad from head to foot in white duck, each wearing a cook's cap and apron and carrying a gorgeous banner on which is printed the name of a lunch resort, is not so bad. In the shopping districts it ought to be a good thing.

An advertisement may be handsome in appearance, and yet utterly worthless as a bringer of business. Be practical first of all.

A LINE of newspaper advertisements, recently put forth by a dry goods house of this city, has been severely commented upon as being overly-familiar in tone. Said one woman, "I consider such an advertisement downright impudent;" but, just the same, these announcements are crowding the store to its utmost capacity, and we must admit that the familiar ad has its followers.

A SHOR store displays in its window three new one-dollar bills, arranged in fan shape, with the legend below—

"Three of a kind take a pair."

The idea is good whether it is new or not.



### MAGAZINE ADVERTISING.

By W. W. BRETT.



DVERTISING doesn't

That's what he said—never mind who—that doesn't figure in the mat-

It's a fact that there are men and men, spending thousands of dollars in advertising, who are convinced that the ad-

vertising expenditure is pure waste.

Why do they keep on spending?

Simply because they have to do as others do.

There are numbers of firms advertising in magazines and trade journals who would drop out in a minute—or as soon as possible—if they dared to. They don't dare, because their competitors remain—and make it pay, too.

When a man says his advertising isn't paying him he must have something to base his opinion on; and, while in some cases the ads may pay and he not know it, in the majority of cases he's right; his advertising doesn't pay.

There's a reason for that, too.

It's a simple reason—look at the average tradepaper ad. There's the reason—a poor jockey on a high-priced thoroughbred horse.

Advertising space is very much like a pureblooded horse—full of possibilities, full of earning capacity—but ridden by an ad-jockey that couldn't win under any circumstances.

It does't matter how good a medium space be taken in, if the ad is wrong the goodness of the paper won't compensate for the winning powers.

When you find a man or a firm complaining that the advertising is not paying it's a pretty safe venture to say:

"Your ads are not right."

That's the fault in nine cases out of ten.

The secret of success in advertising is to tell the story to be told in plain, honest, convincing manner—to have the jockey that rides the horse as good as the horse.

Pick up, if you like, the first magazine, the first trade paper that comes to your hand. How many of the ads are attractive, or impressive, or readable?

Once in a while you find a good one—find one that says something in a descriptive way—says it impressively, strongly.

That one ad pays.

All the other firms in the same line of business are forced to advertise because this one competitor is making a success of it.

Doesn't the comparison between the one ad and the others show the reason?

I could give a dozen illustrations that would prove this fact, if space permitted.

Doesn't it behoove the men who advertise because their competitors do, to "get in out of the wet" – to set about getting their ads right?

There is no "gamble" or "guess-work" about it. There is only one right way, and the man, or men, or firm, with no fixed idea of right, with no better incentive to buy space than is transmitted to them by the purchases of their competitors, would best seek advice on the subject.

There's a specific for doubters; and he who spends for advertising and finds that he reaps no return may rest assured that there is a good and sufficient reason for such a state of affairs.

I do not know of any business that cannot be improved by the proper use of advertising space.

I think, on a whole, that the ads of the present day are vastly better than those of the years gone by.

Certainly the facilities for improving the ads are not lacking with the numerous "ad-smiths" doctors of publicity" and "attorneys at advertising," whose valuable (?) services may be had at almost any price.

There are exceptions, however, to all rules, and likewise to progressiveness.

The ad which I reproduce herewith, of Warner Bros.' Coraline Corsets, is one which I discovered in looking through the pages of an old number of Harper's Magazine.

A comparison of this quarter-page with the quarter-page of the same firm in the March number of the same magazine, is so strongly in favor of the old ad that comment is scarcely necessary. The old tells what the goods are and a good deal about them—gives the price and is well displayed.

## Better than Whalebone

Coraline is not an experiment, but has stood the test for twelve years in over twenty millions of corsets and dresses. It



is lighter than whalebone, more flexible, and absolutely unbreakable.

Dr. Warner's Coraline Corsets lead the world in sales, and in their high standard of excellence. Theyare light in

weight, and are made in 24 styles to fit every figure.

Long waist and black corsets a specialty. Prices from one to five dollars each.

SOLD EVERYWHERE.

## WARNER BROTHERS, New York and Chicago.

The later ad—well, it doesn't tell anything; that's the short of it.

The advertisements of Hurd's writing papers are unusually well displayed, and have the very necessary attractiveness which, however, is only one essential to good advertising.

The headline of the ad, which is reproduced herewith, is good; the opening paragraph is good; the rest of it—well, no, not bad—better a good deal than the average, but not what it might be by any means.

There is one thing above all others which I believe is bad policy in advertising; that is, the use of words which are unusual, or which may not be understood by some readers until the dictionary is called into play.

The words canons and vogue in the Hurd ad are words of this sort.

Canons, as here used, means the law—why not say law?

Vogue means fashion or form—why not say fashion?

Anyone likely to be offended at plain, every-day English? I think not.

It might be said that everyone using such a grade of paper would know just what the words referred to mean.

Wonder if they all would?

By the way, do the canons of art in social correspondence demand any special paper? No. Does saying they do, constitute good argument? No. Are there not a whole lot of facts that might be strongly brought out about a high-grade writing paper? Yes—a dozen.

It isn't much of a task to make the large ads strong enough to be seen—it's making the small ads attractive, and telling a convincing story in small space that requires a careful selection of words and a judicious distribution of type and illustration. A wonderfully economical ad is that of John D. Cutter & [Co., which is shown herewith.

"HURD'S NAME ON THE BOX"



## Letter Writing is An Art,

and the paper it is written on, is to the letter what the frame is to a picture.

The canons of art in social correspondence demand HURD'S PRINCE OF WALES WRITING PAPERS, as they fully comply with the highest vogue, having the celebrated kid finish surface in the artistic French Gray, Beryl, Cream and Silver Blue tints.

"HURD'S NAME IN THE PAPER"



tised to every reader.

## Silk Skirts

are an expensive luxury because mistaken economists choose inferior Silks for this purpose.

## Cutter's Silks

cost a few cents more on the yard, but you get back the difference ten times over before the skirt is worn out.

See for yourself that "John D. Cutter & Co." is stamped on the goods.

If your dealer does not keep CUTTER'S SILKS write to us.

## JOHN D. CUTTER & CO. 44 East Fourteenth Street. - NEW YORK

In the first place an illustration is used which is well drawn and which, I should think, would convey a good impression of the article adver-

The argument used in the ad is extremly logical and convincing. If I wore skirts I would be very strongly tempted to have one made of Cutter Silks.

Perhaps every reader has had the experience which teaches, that really cheap goods always



A Professional Cook
"comes high"—the average housekeeper
cannot afford his services, but any cook
can make most of the delicious soups,
appetizing sauces, and delicate dishes which
are supposed to be within the province of
the professional by using

# Liebig COMPANY'S Extract of Beef

Send postal for Miss Maria Parloa's Cook Book to Dauchy & Co., 27 Park cost more than cheap goods. That may seem involved, but it isn't—it's plain fact.

The Cutter Silks cost a little more than cheap goods; but they are cheap in the long wear. I believe that this ad makes the best possible sort of an argument for the goods referred to. I've no doubt but that the ad has paid.

There are a number of Beef Extract makers, and they do a great deal of advertising—some good—some pretty good—some pretty bad.

The Liebig Company doesn't use as much space as some of the others, but I'm not sure but that what they do use is well enough used to offset the difference in space and display.

I'd much rather have a small ad and have it good than a big ad all pictures and type and fancy border, and nothing said.

Here's one of the Liebig ads.

I believe it compares very favorably as to its selling power with some ads that are three or four times as large. They have a good cut—pleasant looking cut—and what they say means something; it means that any housekeeper who does cooking can make the soup that one generally sees enumerated on the hotel "eating list."

The ad would be better still if they would say:
"We tell you, on a circular wrapped about each
jar, how to make soup." If they do not use
such a circular I think it would be a very excellent plan for them to adopt something of this
sort, and then refer to it in the ads.

THE street car signs have never been so artistic and effective as at present.

A MAN named Ira A. Comstock, who is well known in this city, will make an extensive fish-peddling trip through eastern Maine. He has built a huge sled which looks like a house on runners. In this he has placed more than a ton of fish of all kinds, and yesterday afternoon he left for Bangor, intending to make a trip of two hundred miles or more, selling fish to the farmers along the way, and then, selling his team and sled, return home by train. He estimates he will he gone about two weeks. This novel outfit attracted much attention on the street yesterday, where it was standing for some hours.—Daily Eastern Argus.



### THE RETAIL DRUG STORE.

THE "apothecary's shop," at its best, is one of the handsomest of stores. Its various appointments are well adapted for display, and its brilliant lighting, at night, makes it an ornament to its neighborhood. I speak more particularly of the high-class drug stores one runs across, here and there, in the metropolis. It is a pleasure to enter one of these establishments, with its elaborate soda water fountain, its mirrors and tiled floor, the long rows of polished bottles and its handsome display of fine toilet articles, cigars, etc., in the showcases. To me, at least, a well appointed drug store is a very agreeable place in which to trade. But it does not follow that only the most elegant establishments can be made

attractive; the smaller store with the simplest fitting up can be made equally pleasant if a little care and taste is used in arranging it. The first requisite, of course, is absolute cleanliness; a clean floor, shining glass and polished metal, wherever metal is used; and a well-kept soda fountain.

Druggists seem to differ on the subject of window dressing: many of them keep their windows clear of everything except the big bottles of colored water; others make a display of toilet articles, with some attempt at artistic effect; and then there are windows given over exclusively to liver-pads, chest protectors, rubber goods and various other ugly, but useful commodities. The finest stores frequently make

a display of beautiful toilet goods, which they back up with a few palms or other potted plants. I see no reason why the drug store should not make its windows attractive. I don't think a bushel of tooth brushes, dumped into the window and marked "10 cts." is calculated to make a pleasant impression on the passer-by, but I do think that a few handsome cologne bottles, hand-glasses or other toilet articles can be so arranged as to add much to the appearance of a store. I don't think it looks well to cover everything in the place with staring signs, "slappedup" by a clerk in his "hours of ease," and calling attention to your cut rates. I think it is a good plan to keep a directory that is at least within ten years of the latest edition and not so hopelessly thumbed and greasy that a welldressed customer hates to handle it. I don't think it is advisable to have the top glass of your showcase so scratched and blurred that nothing can be seen of the articles beneath except by peering in at them from the sides. The morning paper or papers should be within reach of the customer who is compelled to wait for the filling of a prescription. The slovenly drug store is one of the most uninviting places under the sun. There is one on Fourth avenue. New York (Fourth avenue is a long street and I shall not commit myself by being more explicit as to locality), it is one of the most disorderly places, as regards arrangement, that I have ever seen, and I would hesitate about having a prescription filled there simply because the lack of order in the store makes me suspicious that the morphine bottle is in the place where the quinine ought to be. As you enter you find yourself between two counters, the narrow floor-space being crowded with baskets of sponges, bath brushes and goodness knows what all. Both counters are filled to overflowing with jars, bottles, boxes of soap, hair brushes and a few other similar commodities. A small showcase is devoted to a display of cigars. There is barely room enough on either counter for the scales and you reach for your package over an intervening wall of miscellaneous goods. If you call for a "varb" of some kind, or an insect powder, or ten cents worth of sulphur, half a dozen little drawers are opened and closed before the easy-going clerk finds what he wants. Viewed from the outside, the windows show a mixture of bottles, brushes,

sponges, cough lozenges and trusses that no one would ever think of looking at under any circumstances.

Another store that I have in mind stands on a leading thoroughfare in Washington, and, apparently, has a satisfactory amount of business, but its appearance is simply indescribable and nothing would ever induce me to have a dose mixed there. The soda fountain seems to be absolutely sticky with the accumulated dust and "fresh fruit syrups" of ages. The clerk who dispenses the beverage dips your glass, before filling it, into an all-too-apparent bucket of dirty water behind the counter and gives it to you, likely as not, with a fly's leg adhering to its side. While you drink-if drink you can after that, the counter is mopped off under your nose with a sponge that might have done previous duty in a stable. The bottles on the shelves in this establishment are dingy and fly specked and the floor just as dirty as a wooden floor ever gets. There is no attempt at window dressing. The usual bottles of colored water find a footing somehow and there are a few theater bills stuck about to hide the bare sides. And this drug store is not an exception; I have chanced upon others very much like it, but I am pretty certain never to go to one of them twice

An untidy store of any kind is likely to repel custom; an ill-kept drug store is particularly offensive. There is a suggestion, in the general uncleanliness and disorder, of stale drugs and unreliability in the prescription department. I have often heard people make the remark that they wouldn't take a prescription to certain stores simply because of the prevailing air of dirt and disorder.

I believe that the retail drug store should advertise; I think that the newspapers constitute the best medium for the purpose, though there is much to be said for the circular and booklet, especially in advertising specialties. Drug stores in small towns should use the local papers and change their copy frequently. In its season, advertise your soda water for all it is worth; use cuts if you can get good ones, and dwell upon the fact that the weather is warm and your soda cool and delicious. Advertise a specialty whenever you can; it is more likely to attract attention than the advertisement which mentions a dozen articles. Quote prices; people like to see the figures beforehand. And above all make your drug store a pleasant place to visit.

### THINGS WELL DONE.

R. THEODORE BROWN HAPGOOD, of Boston, "who makes decorations for books," issues an extremely good-looking four-page circular with an artistic cover design. The paper, printing, etc., is in ye old style and the entire make-up worthy of special commendation.

THE AMERICAN HOSIERY COMPANY (factories, New Britain, Conn.) use a neat cardboard folder printed in several colors.

GARA, McGINLEY & Co., roofers, etc., of New York, send us a neat memorandum tablet with the suggestion that we "stick it on the 'phone."

LYON, HALL & Co. send a catalogue of their rugs. The full-page pen and ink illustrations are, for the most part, good, but in two instances show some peculiar lines of perspective in the drawing of the rugs. The reading matter is carefully prepared and the make-up attractive. The same company sends a large illustrated circular in black and red.

THE SYRACUSE CYCLE COMPANY has a large four-page circular, printed in red and blue and adorned, as to front cover, with portraits (in blue) of the "Syracuse Triumvirate," which means Messrs. Shapleigh, Supplee and Strong. The remainder of the circular is devoted to the interests of the "Crimson Rims," and ought to be a puller.

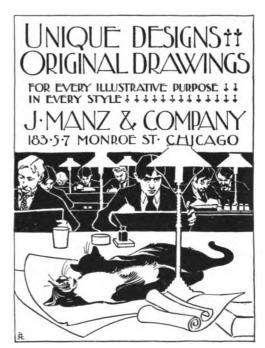
THE JANESVILLE MACHINE COMPANY of Janesville, Wis., is responsible for the rather odd conceit of sending out advertising matter inclosed in a corn cob. The pamphlet is devoted mainly to their Disc Cultivator and is entitled "How to Increase the Corn Crop." It is well-written and well-printed (and the corn cob refuses to be overlooked).

THE McCORMICK HARVESTING MACHINE COM-PANY, Chicago, sends out an attractive-looking four-page panel-shaped folder. The matter is fresh and bright.

THE Atlanta Journal came out on March 30

with an Easter edition of forty-eight or fifty pages—the same being an "Employee's Benefit Edition." There are lots of good advertisements, among which may be mentioned those of Douglas, Thomas & Davison, dry goods; J. Stovall Smith, pharmacist; Kahn Bros., clothiers; the Lowry Hardware Company; The Franklin Printing and Publishing Company; Motes, photographer; Keely Co., dry goods, and Eiseman Bros., clothiers, respectively. Most of these occupy large spaces.

THE MARBLE & SHATTUCK CHAIR COMPANY, of Bedford, Ohio, sends us its catalogue for '95. This is a book of goodly proportions, handsomely bound, and containing cuts of nearly one hundred different styles of chairs. The reading matter consists of a very few words on each page, descriptive of the accompanying cuts. A model catalogue.



Engravers and Illustrators to

THE INTERIOR



THE BISSELL CARPET SWEEPING COMPANY sends a fresh lot of circulars, cards, booklets, etc., all of which are good examples of practical, level-headed advertising.

THE Best & Co. catalogue of children's goods has a very pretty cover and shows a number of half-tone illustrations of some of their fashions. A very neat catalogue.

PUBLISHERS of the *United Presbyterian* issue an attractive-looking booklet addressed to advertisers.

"NOTHING BUT BOTTLES" is the title of a booklet issued by the Fidelity Glass Company, of Tarentum, Pa. The reading matter is bright and funny, and will be sure to be read; but whether so much fun will prove convincing, in a business way, remains to be seen. There is some practical advertising in the way of marginal notes, and the typographical make-up is excellent.

THE Evansville (Ind.) Sunday Courier printed

a twenty-four-page Easter edition, in canary color. The paper contains some excellent advertising matter, and, for this occasion only, incloses each page in a striking border.

A HANDBOOK of Louisiana reaches us from the State Immigration Association, 620 Common street, New Orleans, La. To such as are interested the pamphlet will be mailed free of charge.

MAST, CROWELL & KIRKPATRICK, Springfield, Ohio, publishers Farm and Fireside and Ladies' Home Companion, send another specimen of their color work, this time a large-sized hanger, of very pleasing design.

A LOCAL clothing firm publishes the following "Testimonial" in connection with one of its daily ads:

"I suffered for years with a bad temper and spells of profanity, and was thought to be incurable. But after wearing your coat-shirt for a few weeks all the above disagreeable symptoms have disappeared."

THE BRISTOL DRUG COMPANY, of Ansonia, Conn., favors us with a pamphlet which sets forth, more or less lucidly, the virtues of M. Queenan's R. C. R. "It is a sure pain-killer" says the little book. "If you are not immediately relieved of rheumatism or any pain by external use, take it internal. If you have been suffering a long time with Rheumatics, Neuralgia or Spinal Troubles it is best to begin as soon as possible with M. Queenan's R. C. R. to Purify your Blood." Further on comes the request "Do not be the least repugnant to build yourselves up in business and good health and enjoy life free from sickness."

Mr. Queenan then proceeds to tell us how he happened to invent his wonderful cure; how his one ambition in life, from early boyhood, had been to produce a nostrum which would "cure people who suffer with an agonizing pain." His first experiments were tried upon himself, and it is needless to say with marvelous results. "It relieved me," he says, " of tiredness and stupidness, taken'the pain from my Back and Limbs, cured the Indigestion, stopped my cough and took that humiliation from me, gave me a good appetite, saved me from buying that dollar bottle of medicine. It saved me the dollar I used to pay the doctor and paying for powders and many other things. Now, I am in good health and never feel a pain." (How can he read this pamphlet of his and not feel a pain?) "I have no trouble with my health. My eyes was helped because my Blood was purified. I don't like to doctor my eyes, and now they are all right; also I have a good appetite. It has taken that rheumatism from my arm that lingered there four years; it has built me up in every respect of good health-I now offer you," etc., etc.

"When you are quick to get tired, and difficult to lay in one position without pain in the back or body," etc., etc "Intellectually Comprehend this, your blood is in bad condition. . . . You will find M. Queenan's R. C. R. will cure and make your blood in every particular of good health which the blood is comparatively the river of life. . . Now you know these remarks are very intelligent of the human body."

We are urged to send in an order. "This Liniment is very restoring to human ability.
... Everybody should have a bottle; it is

such a very nursing medicine. . . . Now don't lose your health at the age of twenty-five to seventy-five." (If a man is ever going to lose his health it would probably be somewhere along there). "At those ages you can enjoy good health. . . . When you are troubled with indigestion you lose your health and strength, you waste away to nothing; you look like a pea vine walking along. This External and Internal liniment will cure you. . . It will make you a new person altogether in every desirable way. . . . You get up in the morning feeling bad and a hard lump in your chest seems like your supper had not reached its proper place," etc.

One page of Mr. Queenan's pamphlet is addressed especially "to athletic sportsmen"; they are urged to buy and use the above mentioned liniment and are assured that "It will help them to learn art and be pleasant to friends"; without it they "can't enjoy the seashore," or "provide for their wives and children."

The book contains much more matter than I have quoted. The front cover is adorned with a portrait (presumably of M. Queenan himself), and the whole make-up entitles the pamphlet to be classed with "Things well done;" it is inimitable.

An envelope which is crowded with printed matter, lettering, cuts, etc., advertising the sender's business, is not a pleasing object. The stationery affected by some people in their business correspondence is truly forbidding.

THE FRENCH SOCIETY OF LITHOGRAPHERS will make an international exhibition of lithography at the Rapp Gallery, in Paris, on May I. The collection will comprise three sections: First, a historical exhibit from Senefelder to the present; second, a working exhibit, showing the processes of the art, and third, a comparative display of lithographs by different artists. Consequently the public can learn how lithographs are made, how they were made, and also judge of the art of the men who made and who now make them the world over.— The Collector.

QUOTE price in your advertisements if you wish to attract public interest.

# AN OPEN LETTER TO PALMER COX.

EAR SIR—I simply wish to say, in fact would like to shout it,

Your Brownies make me downright tired, and that's just all about it.

The first two millions, more or less, I really quite enjoyed,

But after that they somehow ceased to fill an aching void.

And when a thousand Brownie smiths sprang up on every side

And turned out Brownies, day and night, my patience sore was tried.

Just now the country's over run; it's Brownies here and there;

In all the books and magazines and papers every where,

On rocks and barns and fences, on bill boards, in the cars.

Whichever way I chance to look, the view this nuisance mars.

I'm asked to purchase Brownie pins! Great Scott! Penwipers too;

And stacks of other Brownie things most terrible to view.

And then—as though 'twere not enough to make a fellow swear,

I'm taken to a theater, to see the Brownies there.

Now, Honest Injun, Mr. Cox, I've done my level best

To smile, as other people do, upon your little pest;

To love 'em 'cause the children do-to dote upon the dude,

And hunt him out, with eager eyes, from every bustling brood.

I've tried to feel an int'rest in the Chinaman and Jap,

The Indian and the "Copper" and the Tam-o-Shanter cap;

But, really, 'tisn't any use; I'm simply sick and tired

Of all the lot; my sentiment has long ago expired;

And therefore, Mr. Palmer Cox, if you my thanks would win

You'll some day make an effort, sir, to call your Brownies in. E. L. S.

MR. ALBION W. TOURGÉE, the well-known author, has entered the publishing field with a new periodical which he calls *The Basis*. *The Basis* is published weekly in Buffalo, and the first number, a thirty-two page magazine, contains some extremely good matter. The title is a good one.

THE following advertisement, clipped from an evening paper, is perhaps not so idiotic as it sounds:

## "SUCH A CIRCUS!"

Laughed a pretty young Brooklyn mother—the other day, when telling a funny story about the "regular performance" she used to have every time "little Dorothy" had the croup. "Yes," she went on, meditatively, "I used to feel my hair growing gray—while waiting for that dreadful metallic cough to loosen, and what with doctors and nurses fussing around, it's a mercy I'm not in the lunatic asylum.

"I've gotten bravely over all that nonsense, however," she added, cheerfully, "ever since my mother told me about BLANK'S EXPECTORANT. Now I always keep a bottle handy, give 'Doss' a small teaspoonful when the croupy cough begins, and off she goes to sleep again, and so do I, without the least bit of trouble. It tastes nice, too, and baby declares she JUST LOVES BLANK'S nice 'Spectorant,' and hates the 'nassie old stuff' the doctor used to give her. "Only 60 cts. a bottle—for this SWIFT, PLEASANT and CERTAIN CURE for a COUGH or COLD, GRIPPE, PNEUMONIA, BRONCHITIS, or other disease of Throat or Lungs—and your money back if it fails—of your druggist, or at

### BLANK'S.

THE St. Paul Dispatch calls our attention to its recent achievement in the rapid printing of half-tone cuts. The sample page sent us is an advertisement of The Boston, a well-known clothing establishment of St. Paul, and is remarkably good work. The figures are reproduced direct from photographs, and in that respect are a vast improvement on the cuts ordinarily used in clothing ads.

Subscribe for ART IN ADVERTISING, \$1.00 per year, in advance.



#### "STORIES OF MYSTERY."

FEW advertisements of recent appearance have created so widespread an interest as that of Mr. Victor F. Lawson, publisher of the Chicago Record, addressed to authors. The announcement (see this issue of ART IN ADVERTISING) is appearing in the best media all over the country, and will probably set a greater amount of aspiring genius to bubbling than has any similar offer ever before made. Mr. Lawson evidently believes in doing things well and on a generous scale

The sum of the cash prizes offered in the present instance is \$30,000; the highest individual prize is \$10,000, the lowest \$500; an offer of this kind will attract the best talent as well as the mediocre, and we can confidently look forward, with real interest, to the appearance, next season, of these "Stories of Mystery," in the Record.

THE BRADLEY & CURRIER Co.'s advertisements in the magazines are examples of the first-class ads. There are many others, of course; the Reed and Barton and Dorflinger's Cut Glass, and others which would suggest themselves on a moment's thought.

That an advertisement is not impressive by reason of its elegance can hardly, however, be considered a disadvantage, provided it is all that it should be in the other attributes of a good advertisement.

From certain advertisers—and the list is a long one—we always look for high-class work; if now and then an announcement seems to fall below the accepted standard of excellence, we notice the fact and comment upon it, We would be surprised to find Bradley, Currier & Co., or The Robt. Mitchell Co., offering us a "grand" mantel at reduced rates; or advising us to buy one because it is a special favorite with the "swell" people. Other advertisers do such things, but not the best houses. I saw, the other day, an elaborate umbrella advertisement, in which a good-sized cut was used, showing a well-dressed man and woman walking together and discussing, of course, the subject of um-

brellas. The lady is assured by her companion that he means to purchase for her one of the advertised brand, which he declares all the "swells" are using.

Now, it doesn't follow that such an advertisement will fail to bring business; probably it gave the advertiser entire satisfaction. I hope it did; but there is no reason why it shouldn't have been equally good, and at the same time in better taste. Most of the people who read such an advertisement would not be critical as to a little matter of taste, but there are others—and very desirable customers to secure—who would be prejudiced against the establishment simply because of its snobbish advertisement.

THE S. H. & M. Dress Braid advertisements are of an unusually high order of merit. Their cuts are good and their matter pertinent, whether found in the magazines or street car, or on the bill-boards. And in view of all this it seems unkind, perhaps, to pounce upon them for missing the mark, as they do in a recent magazine page. The cut shows an elegantly-attired woman sweeping haughtily away from a counter, behind which stands an unhappy-looking salesman. The beauty casts a disdainful look over her shoulder and seems to be clutching her pocket-book with a good deal of emphasis, to show how "mad" she is.

"You don't keep the S. H. & M. bias velveteen skirt bindings," she says. "Why, I thought this was a first-class house!" And the clerk, meanwhile, looks as though he were saying to himself; "Dear me, and I thought you were a lady!"

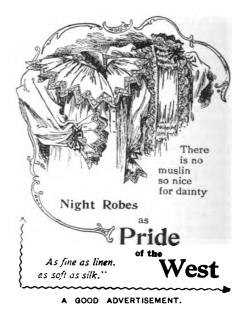
Now, there may be ladies who would make a remark of this kind under similar circumstances—indeed I haven't any doubt of it; there is one of them in my kitchen at the present writing who, if I am to judge by the attitude she sometimes assumes toward the mistress of the house, for even less provocation, would not hesitate to give a storekeeper a piece of her mind if he failed to satisfy her demand for dress braid or any other commodity.

HOWEVER, it is not possible to lay down a set of cast-iron rules for the guidance of advertisers. You may talk and write until the end of time of

the advisability of being direct, straightforward, dignified, and all that, in advertising, but there will be no visible abatement in the number of diffusive ads-the humorous, the vulgar, the inane (and the whole combination in one) which now fill the advertising mediums all over the country. And all of these advertisements are not necessarily bad. They may not be your kind, or my kind; not what we would put forth ourselves, or the sort that would tempt us to patronize the advertiser; but in most cases they appeal to somebody. If they don't, they must be very bad indeed. There is much to be taken into consideration in the building of an advertisement, and one important thing, of course, is the class of people whom you expect to reach.

Personally, I like an advertisement that tells me in the briefest possible manner what the advertiser has to offer me. I never read, under any circumstances, except in connection with my business, the discursive introductory remarks—curtain-raisers, so to speak—which seem to be popular with some advertisers. When I want to read, for the pleasure of reading, I can usually find something more profitable and entertaining than these "side talks" with my tailor or shoemaker.

An Atlanta weekly publishes, by way of warning to advertisers, a picture reproduced from a photograph, showing the manner in which two urchins distributed the bills intrusted to their



care. The little fellows are busily engaged in dumping the circulars from the high roof of a building, probably into some back alleyway or onto the lower roofs of the adjacent buildings. Anyway, the air is filled with the fluttering papers, intended by a too-credulous advertiser for distribution on the crowded pavements. The boys look entirely unconscious of the fact that they were being photographed.



#### OBLATIO PRAECLARISSIMA

646 Washington St., Boston, May 1, 1895.

#### TO ADVERTISERS:

At least 50,000 Christian Endeavorers will meet in Boston this summer to attend what promises to be the largest religious convention ever held in the history of the world. Every year advertisers make strenuous efforts to bring their announcements to the attention of these people. There is only one way to do it, and this year it will cost you nothing—absolutely nothing.

THE GOLDEN RULE, which is the official organ of Christian Endeavor, will publish an extra 50,000 copies of its Souvenir Boston Convention Number, and every delegate will receive one. An advertisement in these 50,000 copies will cost you nothing if you order it into the regular issue of July 11, which goes to one hundred thousand subscribers.

The rate for any issue of The Golden Rule is 50 cents a line. You can have both (150,000 copies) at the same price. You cannot take either edition separately at any price. We are taking orders now. This number will contain a host of Articles and illustrations dear to the heart of an Endeavorer. Write for particulars at once.

THE GOLDEN RULE COMPANY

GEORGE W. COLEMAN
Advertising Manager

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# Mutual Reserve Fund Life Home office: Corner Broadway and Duane St., New York

#### Corner Broadway and Duane St., New York

E. B. HARPER, President

#### "FOUNDED UPON A ROCK"

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

#### THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Ex perience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

> The total cost for the past 14 The total cost for the past 14 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,500 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. AVED IN REMIUMS

"A bird in hand is worth two in the bush."



DOLLARS SAVED IN PREMIUMS

The Mutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of man-agement, has already saved its policyholders over forty million dollars in premiums.

AVED IN

" A bird in hand is worth two in the bush."

MUTUAL RESERVE BUILDING

#### 1881 1895 THE ELOQUENCE OF RESULTS No. of POLICIES IN FORCE, over 98,000 IN TORICE IN TORCE, over Interest Income, annually, exceeds BI-Northly Income exceeds. RESERVE Emergency Fund exceeds Death Claims paid, over New Business received in 1894, over INSURANCE IN FORCE exceeds \$135.000 750,000 3,860,000 21,000,000 81,000,000 300,000,000

#### **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.

# WE'VE STRUCK IT

What advertisers have long inquired for, an

# ADVERTISING THERMOMETER NOVELTY

that is attractive, mailable and cheap. Mr. J. E. Powers, 54 Wall Street, N. Y., says:

"Your card thermometer for Vacuum Oil Co. is about the only good advertising gift I ever saw, and it is extremely good if the advertiser does his part as well as you do yours."

To a limited number of canvassers with satisfactory reference we will pay a liberal commission.

Send 10c. in stamps for sample

# Taylor Brothers Company

Manufacturers of Thermometers for all purposes

ROCHESTER, N. Y.

# The Paid in Advance Circulation

### of THE MAYFLOWER

AR EXCEEDS that of any other Horticultural or Floral Magazine in this country or the world. The list of subscribers represents every county and nearly every post-office in the United States. Before the hard times the circulation ran over 300,000 copies. When circulation fell off the rates were lowered accordingly. . . .

## THE MAYFLOWER

FLORAL PARK, L. I., N. Y.

GILES LEAHY, Advertising Manager

# THE HUMOROUS

Publication that has established a claim to the largest circulation is Judge.—

Printer's Ink, May 1, 1895.

# Judges

Long ago reached a place where it could look back at competitors, and because of the approaching Presidential campaign the circulation constantly increases. . .

Will send a copy . . . . . . .

# **FREE**

for three months to prospective advertisers.

JUDGE PUBLISHING CO.

COOK
Advertising Department

110 Fifth Ave., New York

# A modest request

BOND, OF BOSTON



PLACING ADVERTISING FOR REPUTABLE FIRMS. THIS FACT SHOULD BE SIGNIFICANT OF EXPERIENCE AND—SUCCESS. AT YOUR SERVICE!

IF..

# BILL-POSTING-

Can be made a definite assurance of prominent position for every sheet posted—a certainty of continued maintenance during period contracted for—and if your paper is good

IT'S . . .

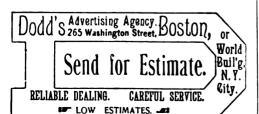
# VALUABLE ADVERTISING

If you're all right on the latter point you will be secure in the former two in dealing with . . . . . . . . . . . . .

The St. Louis Bill Posting Company
R. J. GUNNING, Prest.

516 WALNUT STREET ST. LOUIS, MO.

# WHEN IN DOUBT USE SCRIBNER'S





# \$30,000

TO AUTHORS FOR

# "Storics of Mystery."

THE CHICAGO RECORD offers to authors the sum of \$30,000 for original stories written in English, no parts of which have ever been heretofore published. The offer is made upon the following conditions:

## \$20,000

will be paid in twelve cash prizes for the best twelve stories. The money will be divided as follows:

First Prize	-	-		-		-		\$10,000
Second Prize	-	-	-		-		-	3,000
Third Prize	-	-		-		-		1,500
Fourth Prize	-	-	-		-		-	1,000
Fifth Prize	-	-		-		-		800
Two Prizes of	\$600	each	-		-		-	1,200
Five Prizes of	\$500	each		-		-		2,500
Making a	total	of				\$2	20	0,000

The first prize will be paid for the story adjudged to be the best, the second prize for the story adjudged the next best, the third prize for the story adjudged to be the third in merit, the fourth prize for the fourth in merit, the fifth prize for the fifth in merit; two prizes of \$600 each, and five prizes of \$500 each, thus making the total of twelve prizes in \$20,000.

## \$10,000

additional will be paid at space rates for stories of accepted value but which may not be awarded any of the twelve cash prizes.

The stories submitted in this competition are required to be "stories of mystery," in other words stories in which the mystery is not explained until the last chapter, in order that readers may be offered prizes for guessing the solution of the mystery in advance of its publication.

The stories must reach *The Chicago Record* at its office of publication, 181 Madison street, Chicago, Ill., before Oct. 1, 1895, and the awards will be made as soon after that date as they can be read and judged. For full information authors will address

VICTOR F. LAWSON, Publisher, The Chicago Record, Chicago, III., U. S. A.

#### POPULAR MEDIUMS.

#### MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 3,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

#### Lynn.

NGALLS' MAGAZINE for ladies. J. F. INGALLS, Pub., Lynn, Mass.

LYNN ITEM. 13,000 daily. One-ninth cent per line per thousand.

#### Boston.

A MERICAN CITIZEN, Boston. Leading A. P. A. paper. 13,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

#### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

#### ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

#### MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 3,000. Largest, most enterprising, third richest county in America.

#### COLORADO. - Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado,"

#### CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

#### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

#### Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

#### NEW YORK.—Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

#### New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for Advertising Rates, 78 Reade Street, N. Y.

#### PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION syndicate of 22 Church MAGAZINES. 35,000 copies into the homes of church members

TABLE TALK, circulation 23,000. Best for Household Goods.

THE MBDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

#### OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

PRINTING INKS—Best in the world. Carmines, 12½ cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application Address WILLIAM JOHNSTON, Manager Printer's Ink Press, 10 Spruce St., New York.

#### **Electrotypes**

STEREOTYPE, Linotype and Electrotype metals; copper annodes; Zinc Plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

#### Advertising Experts.

BEFORE ADVERTISING consult the Old Pioneer Advertising Agency (Parvin's), Cincinnati, O.

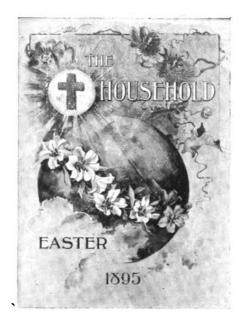
EDITORS: Send ad. rates, disc., etc., to BLISS BLACK, Adv. Agt., 180 Tremont St., Boston.

THE NEWS SERIES-the "Court Journals of American Health and Pleasure Resorts." Frank G. Barry. Publisher, Utica, N. Y.

Digitized by Google

# The Household

The oldest publication of its class in America



EVOTED TO HOME INTERESTS, and therefore reaching the class advertisers are after.

100,000 Monthly Circulation

Write for rates to

F. T. BURDETT, Advertising Manager

258 Washington St. Boston, Mass.

Digitized by Google

## ONCE MORE-PLEASE

One of the largest and most successful advertisers in our country recently said: "Tarbel is one of three men in the profession entitled to the term—Expert at Advertising He knows what he says he does."

My specialty is advertisements that "pull." Ordinarily, this is a chestnut. I really can produce them.

For Financial or Medical advertising—schemes for newspapers to increase circulation or advertising revenue—I am recognized as the *bead* of the profession. Ask anyone—not prejudiced.

I never practice foolish theories with a client's money. Nine out of ten of the so-called "experts" do.

Have had 15 years of practical experience. I do not "guess" at results.

I do no cheap work.

I am able to do work for advertisers that can trace results.

Read this last line again.

Anyone contemplating any advertising campaign should write me. That costs nothing.

Please address

"PAUL PRY"

#### P. E. TARBEL

172 Tremont St., Boston, Mass.

Expert at Profitable Advertising

# Leslie's Weekly

is the best medium in the world for Railroad and Summer Resort Advertising

# Try It!

You will find it everywhere among people who travel.

William L. Miller

Advertising Manager

110 fifth Avenue, New York

# ADVERTISE The Hearthstone

AND DRAW
PROFITABLE TRADE

Circulation, 600,000 every month.

Subscription price, 25c. per year.

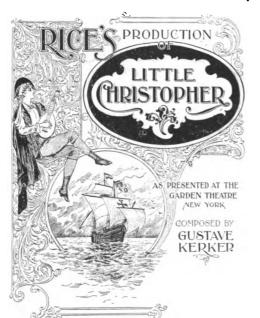
Advertising rates moderate.

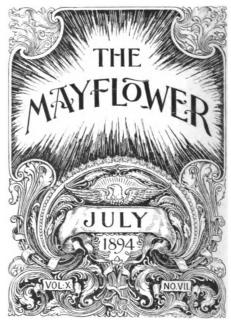
The Hearthstone Pays Advertisers....

Address, 285 Broadway, NEW YORK



Reduced from 42-inch Street Car Sign





Specimens of My Work, Reduced from Original Covers

If you are in the market for sketches to illustrate your advertisement, or for purpose of printing in pamphlets or other matter used to bring your goods more prominently to the notice of the public, it is my business to originate ideas and to make such sketches as will attain this end. If you furnish me with information as to what special purpose you may use these sketches, I will name price and be pleased to give any other information necessary.

#### H. C. BROWN

80 Fifth Ave., New York

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# IPPINCOTT'S

# MONTHLY MAGAZINE

A COMPLETE NOVEL IN EVERY NUMBER



#### J. B. LIPPINCOTT & CO.

Philadelphia, Pa.

# **ADVERTISERS**

who intrust their advertising to us have the advantage of dealing with an Agency established for nearly fifty years and thoroughly equipped with a large force, thus insuring careful attention to each advertiser's contracts.

We are prepared to take the ENTIRE charge of any

#### Newspaper or Magazine Advertising

from the designing of the advertisements to the final payment of the bills.

We take pleasure in referring to ANY of our Customers regarding our methods of doing business, and to ANY Newspaper in the United States regarding our credit.

### THE S. R. NILES ADVERTISING AGENCY

256 Washington St., BOSTON, MASS.

ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume 1X., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

Address all communications to

ART IN ADVERTISING CO.

80 Fifth Avenue,

New York.



# ART IN ADVERTISING

for June
will be an

#### Educational Aumber

and an extra edition of Five Thousand copies will be printed and mailed to as many Schools and Colleges throughout the country. Advertisers will please send in their copy early as possible, as forms for this edition will close on May 25th.

For rates, etc., write to

ART IN ADVERTISING CO.

80 Fifth Avenue

New York

"There are three kinds of praise: that which we yield, that which we lend, and that which we pay. We yield it to the powerful through fear, we lend it to the weak from interest, and we pay it to the deserving from gratitude."
—COLTON.

E. & H. T. ANTHONY & CO.
PHOTOGRAPHIC MATERIALS AND SUPPLIES
No. 591 BROADWAY
NEW YORK

We desire to thank you for the pains you have taken with the seventh volume of the International Annual of Anthony's Photographic Bulletin. The prompt and efficient manner in which the large edition has been printed, and the fact that perhaps never before has so perfect a specimen of composition and presswork been offered to the photographic public, greatly assists in the immediate sale of the book. It sells on sight and this is due to your care and attention. We feel that through your house we have obtained the best possible results at the least possible price.

E. W. BLISS CO.

PRESSES, DIES AND SPECIAL MACHINERY
BROOKLYN, N. Y.

We are glad of the opportunity to express our thorough satisfaction with the catalogue just completed for us by you.

It is by far the best we have ever had; and the promptness with which it was executed adds to our satisfaction.

INTERIOR CONDUIT & INSULATION COMPANY
42-44 BROAD STREET
NEW YORK

The Lundell Motor and Dynamo Catalogue which you have lately completed for us, is a fine specimen of artistic printing, and in every way meets with our satisfaction. On account of the moderate price charged and the promptness with which our order was executed, we are glad to testify to our appreciation of your work.

The product of THE WINTHROP PRESS

1892 was 97% greater than 1891 1893 was 45% greater than 1892 1894 was 41% greater than 1893

The first four months of '95 exceeded the same months of '94 by over 70%.

WHY? Because we have the best "plant" that money could buy; fill orders promptly; work night and day when necessary, and charge what the work is worth.

We should welcome an opportunity to figure on your Catalogue or other printed matter.

by Google

# The Winthrop Press



New York

## More than

# 220,000

## RELIGIOUS HOMES

of well-to-do people

### "We are 7"

and we own seven denominational fields into which we can lead an advertiser easily, for little cost and with an indorsed introduction which will cause him to be received with confidence. Without us it will cost him more money; he must go many and devious ways and be looked upon as a stranger.

These papers can make your advertising effective. They are doing it for others.

> Put Them On Your List

Write to us for fuller particulars.

PHILADELPHIA

Lutheran Observer Presbyterian Journal Ref'd Church Nessenger Episcopal Recorder Lutheran Christian Instructor Christian Recorder



Religious Press Association Phila.

#### PROFIT OVER \$1,200

234 and 236 South 8th St., Philadelphia, Pa., March 30, 1895.

THE RELIGIOUS PRESS ASSOCIATION,

12th and Chestnut Sts., Philadelphia, Pa.

GENTLEMEN:

"Having done a great deal of advertising in various newspapers and magazines during the past twelve months, we feel in duty bound to express our opinion of the value of The Sunday School Times as an advertising medium.

"By a careful comparison of the results obtained from all our papers, we find that the returns from The Susday School Times up to this time amount to fully 400 per cent, more than any other paper or magazine patronized by this company. From two insertions of our advertisement in The Sunday School Times we have traced a direct and absolute profit of over \$1,200, after deducting the cost of the goods, cost of the advertising and all incidental expenses, and returns are still coming in.

"We send you this letter unsolicited and to show you our high appreciation of the value of The Sunday School. Times as an advertising medium.

"Yours very truly,
"SYNDICATE PUBLISHING CO.,
"F. E. Wright, President."

Average for 1894, 161,342 Copies Weekly Rate: 80 cents per line for one or more times

High-class circulation for less than one-half cent per line for 1,000 copies issued. Write to us for fuller particulars.



Religious Press Association Phila.



## A FAMOUS FACE

#### AS PAINTED BY GUNNING

THIS CUT is a very poor half-tone from an inferior photograph taken of one of Gunning's magnificent color triumphs in outdoor display. They're of monstrous proportions—and, added to display force, have the magnetism of true art in every line. The infinite superiority in technique of "The Gunning System" over anything the world has ever before seen in that line is but a minor part of its advantages. Position—Circulation—Permanence, are other features that make the "Gunning System" such that no other agency, instrumentality or medium has its power to impress every unit of the populations it reaches.

The Display Advertisers who don't use "The Gunning System" throughout the "Big 11 Circuit"



may "abandon hope" on entering these markets—no full measure of results possible without it,

### THE R. J. GUNNING CO.

Executive Offices
CHICAGO

GENERAL CONTRACTORS IN PERMANENT OUTDOOR ADVERTISING Price 10 Cents a Copy

\$1.00 a Year





#### What Will She Do?

June, 1895

One great factor in answering this question is the reply to another—"Where has she been?' That is to say, the value of an education depends largely upon where it has been obtained.

Among the really great choices of life is the choice of a school. The railroads have placed the whole land before the school patron. If, therefore, an Institution possesses advantages, properly to set them forth means its success. As the field of patron-

age is now everywhere, the method used to carry the information must cover everywhere. This means the use of Newspapers and Periodicals, and this in turn has been our sole business for twenty-six years.

The proprietors of educational institutions are invited to test our experience and facilities.

N. W. AYER & SON NEWSPAPER ADVERTISING AGENTS PHILADELPHIA

# A Few Reasons Why

### If you put it in Comfort it Pays.

Its prize features interest, instruct and enrich young and old.

It is regularly read by more people than any other paper or magazine in America.

It has the largest sworn circulation of any publication of any kind anywhere.

Its matter is original, copyrighted and cannot be found elsewhere.

It presents something new, novel and entertaining for each and every member of each and every household.

Its watchword is "Onward and Upward." It is the People's paper.

#### That's Comfort.

Advertising Rates:

\$5.00 per line \$70.00 per inch \$2,750.00 per page Guaranteed Circulation:

A million and a quarter each and every issue.

HOME OFFICE: AUGUSTA, MAINE. BOSTON:
JOHN HANCOCK BUILDING.

NEW YORK: TRIBUNE BUILDING.





Entered at the Post Office at New York as second-class matter.

VOL. X.

JUNE, 1895.

No. 4.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York.

CHICAGO OFFICE, NEW YORK LIFE BUILDING. LONDON OFFICE, 45 HOLBORN VIADUCT.

H. C. Brown, President. E. L. Sylvester, Editor. Copyright. All rights reserved.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

#### OUR EDUCATIONAL NUMBER.

THE subject of school advertising receives considerable attention in this number. The importance of this branch of advertising and the benefits mutually derived by the schools and the publications make it a peculiarly pertinent subject just at this time of the School advertising must naturally be conservative. One cannot very well speak too boastingly of one's own personal performances, so to speak, and yet that is largely the chief merit of the school. There seems at present to be too much stress laid upon the length and respectability of the references, and no list seems complete without a dominie or two in it. While we have no objection to a dominie, we hardly understand why he should enjoy a practical monopoly of the reference business, or why no list is considered quite the thing without the approval of the Rev. Mr. Sackcloth.

Another point which seems to be much elaborated is the interior of the rooms. Some swell's room with the traditional student's banjo

and the palm leaf on the wall is always shown as a typical "corner." Then there is the view in the main hall, showing the palm leaves and the bamboo lattice work and the jardinieres. Occasionally the scholars are shown at play or on parade. But burning the midnight oil - never. Why this is so we cannot tell. Perhaps the people who manage the schools know what their prospective patrons want. Doubtless they do. The schools are undoubtedly conducted with consummate business ability as well as classic scholarship, and there is no reason to doubt that they understand what is most effective. But there is a strain of sameness which we think might be changed to advantage. Some practical illustrations of the students' own work would be telling, besides some letters of the children's parents themselves. A few good, strong letters printed in full would be much more apt to create a favorable impression than a list of references that have to be looked up in detail. Some more attention might be given to the work and the work rooms and the practical end of the school, It is necessary to offer as much for the money in schools as in anything else. The educational part is really the main point, although deportment and "proper form" are not without value. But these come more or less naturally to decently bred children, while the rule of three is hard and gets harder as the years roll by.

These observations on the practical side of school advertising are merely the observations of a layman and possibly have but little value. Yet they may suggest an idea worth having. The question of advertising a school is somewhat simplified at the start by the limited choice of appropriate mediums. In this respect school advertising resembles that of the theater. The latter depends almost wholly upon the bill boards and the press, while the school or college is confined to the press, as represented by the daily papers and the magazines, and to its individual catalogue or circular.

WHETHER the street cars, the poster, the painted sign and hand bill would, or would not, prove satisfactory mediums for this class of advertising is a question to be solved only by At present the school advertiser experiment. has his lines laid strictly down for him, and he knows that the preparation of his catalogue and the insertion of a good card in whatever publications he decides to be most suitable are the chief of his responsibilities. The only variation of this program is seen in the appearance, semioccasionally, of a magazine inset-a most commendable way of calling attention to the educational institute, and one which will undoubtedly become popular.

THAT no pains should be spared in making the school or college catalogue attractive is, of course, a superfluous suggestion. The distance of many of our schools from the best printing and illustrating facilities makes the preparation of such a work a matter of considerable—but not insurmountable—difficulty. A school, however, which is established in the neighborhood of a large city has but little excuse for turning out an inartistic or commonplace catalogue.

A GOOD catalogue is not necessarily an elaborate one, but it should bear the unmistakable stamp of fine handling, both as to subject matter and press-work. A pleasing cover, good paper, clean typographical work and, if possible, some modern illustrations.

In advertising a school, as in advertising anything else, your announcement should be backed by the excellence of what you have to offer. Every good article is its own best advertiser.

ONE or two catalogues, which have come under our notice, contain only illustrations of the recreation element obtaining in their respective schools. The baseball nine, the football team, the banjo and glee clubs are shown, to the exclusion of buildings, grounds, class rooms or gymnasium. A catalogue of this kind is calculated to impress the boy whether or not it pleases his governor.

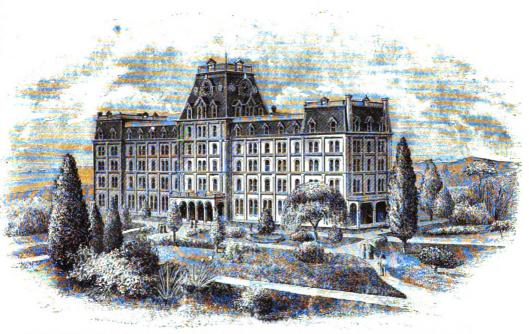
Many school catalogues make a feature of the "testimonials." This is a good idea, for the letter from parent or guardian, expressing complete satisfaction with the progress made by his boy or girl, under the care of the institute in question, cannot fail to carry considerable weight.

THE growth of private schools in this country is one of the encouraging signs of the times. The educational advertising in the various publications is growing more and more interesting every day.



FROM CATALOGUE OF PENNSYLVANIA MILITARY COLLEGE.

By permission of The Century Company.



CENTENARY COLLEGIATE INSTITUTE, OF THE NEWARK CONFERENCE, HACKETTSTOWN, N. J.

The increased facilities for illustration, secured within the past few years, have proved a boon, indeed, to advertisers of schools and colleges. For the illustrating of a catalogue, where correct views of buildings, interiors and grounds are required, nothing can take the place of the half-tone reproduction from photographs.

Before the era of cheap illustration the school catalogue consisted of a pictureless—if sometimes picturesque--statement of facts. *Pater familias*, in looking up a suitable institution of the kind for his boys or girls, unless he chanced to be personally informed as to its location and accommodations, was compelled to accept, on faith, the assurances of the catalogue that everything was what it should be. Possibly, now and then, some particularly aspiring institution would give us a wood-cut of the main building, or chapel, but the attempts at illustration were unlikely to extend much further.

In contrast to the old catalogue, however, what a thing of beauty have we to-day! What imposing views of the buildings themselves; what

alluring glimpses of dainty bedrooms, (with the inevitable banjo en évidence,) of reception and recitation rooms, and bath rooms and gymnasiums, and bits of pretty scenery here and there, about the grounds. To those of us who have been to boarding school or college, these reminders, on an improved scale, of the old days, must bring a little pang of regret and longing—longing for we know not what—for we are every one of us glad we are through with it all, though we couldn't quite like to own up to it.

In general features the school and college catalogue are necessarily much alike; but in style of make-up they differ more widely than one would imagine. They are of every possible size and shape, from the thick magazine-size affair to the smallest of booklets; sometimes bound together with a silken cord, and again in the most prosaic of paper covers.

One of the most striking catalogues in point of illustration is that of the Pennsylvania Military College. It consists of about 75 pages,



FROM THE CATALOGUE OF THE DELSARTE SCHOOL OF EXPRESSION.

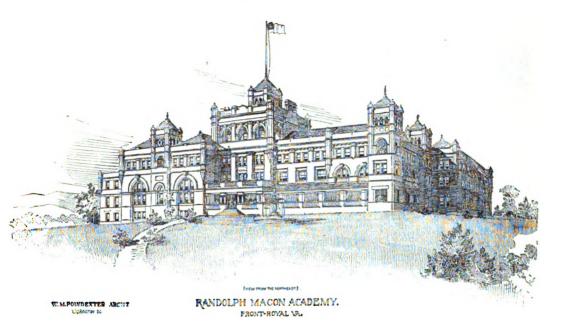
is bound in heavy, rough-coated paper, and is embellished on the front cover with a simple but effective design in silver and mauve. The plates used in illustrating are full pages, about 6½ x 4 in. in dimension, and give, in addition to the views of the buildings, some extremely good scenes on the field. There is a picture of an alert-looking young cavalry squad; another, taken in action, showing three or four horsemen engaged in hurdling. There is a camp scene, and one or two others of military maneuvers—all of them well taken and beautifully printed.

Another handsome catalogue is that of the Riverview Academy, Poughkeepsie. This is a thick volume bound in white and gold and profusely illustrated by half-tone work.

Howard Seminary, "an hour's ride from Boston," has a neat catalogue of more modest dimensions than those mentioned above, but none the less complete in its general make-up. Full-page illustrations are used, giving scenes in the gymnasium, art room, laboratory, dining room and other parts of the school.

The Delsarte School of Expression, New York City, uses a pamphlet printed on fine coated paper and containing half a dozen illustrations A feature here is the showing of photographs of rooms and giving, beneath, the location as to

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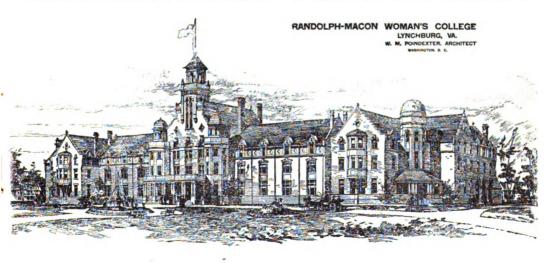


floor and exposure and the charge per annum, including tuition, board and school extras.

A very attractive catalogue is that used by the Houghton Seminary of Clinton, N. Y. It is well illustrated and attractively printed.

Harcourt Place Seminary of Gambier, Ohio, has a very neat catalogue bound in white, and with no illustrations except the decorative page borders. The typographical appearance of this booklet is extremely clean and neat. The lack of illustration is supplied by the publication of a supplementary book of views. These plates are about 7½ x 5½ in. in size and make a most pleasing collection and, we should think, a good drawing card for the Houghton Seminary.

Among the other attractive catalogues which





THE PENNSYLVANIA MUSEUM AND SCHOOL OF INDUSTRIAL ART.

have reached our desk is that of Miss Phelps' English and Classical School, Columbus, Ohio. Another is that of the Augusta Female Seminary, Staunton, Virginia. This has a colored frontispiece and is further illustrated by some excellent full-page interior views.

The Allen Gymnasium and College of Gymnastics has one of the smaller catalogues, but it is well illustrated by photographic views.

Greenwich Academy, of Greenwich, Conn., has issued a very pretty catalogue with a decorative cover and some charming full-page illustrations printed in ollve. The typographical handling is excellent.

The Powder Point School, Roxbury, Mass, issues a small, plainly printed pamphlet, and sends, in addition, a number of very pretty views, unbound.

Golden Hill Preparatory School uses a larger pamphlet, also without illustrations, but with several supplementary cuts, tied together with a heavy white cord.

Rollins College, Winter Park, Fla., Prospect Hill School. Greenfield, Mass., the Randolph-Macon Academy, Front Royal, Virginia, and the Centenary Collegiate Institute of Hackettstown, N. J., also have very attractive catalogues. The latter profusely illustrated.

ELLEN COIT ELLIOTT, in an article on Stan ford University, contributed to the Outlook, says among other things that "the purely frivolous girl finds it 'no fun' at Stanford, and she soon slips away to a more congenial environment. The purely fashionable girl looks with disfavor upon a community so simply and unconsciously democratic, from its president down, that the girl who earns her way by doing housework in a professor's family has precisely the same influence and social position that she would have if she paid board at forty dollars a month. Those who do come to Stanford and stay are of the same general type that is found in the modern and high-grade colleges and universities all over the country. Held up as they are to high standards and hard work, they necessarily live methodically and quietly. They are faithful and in earnest, wide-awake, sensible and self-respecting, and they carry on their courses with credit to themselves and to the college."

Stanford University was founded by Mr. and Mrs. Stanford, and its doors are open to women upon exactly the same footing that it affords to men.

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#### CHICAGO NOTES.

THERE has been a great deal of excitement among the dry goods dealers this week. A new store has been started. It has been well advertised, and it has put all the other people on their metal.

A. M. Rothschild & Co. are the proprietors of the new store. They have been in business here a good time, originally, I believe, in the millinery line, but have been continually branching out until they now call themselves "Retailers of Everything."

Their new store was just opened Saturday the 18th. It is on the corner of Vanburen and State streets, just across the way from Siegel, Cooper & Co.'s big place. It is said they are to take up a whole block as soon as a number of leases run out, and they will then have the largest or second largest store in the city.

THE CHICAGO BECORD, SATURDAY,





The fame of their opening has been well heralded in the newspapers, on the bill boards and in various other ways, among which one scheme was that of sending a band wagon through the streets followed by a long line of new delivery wagons. They also advertised that on their opening night they would distribute a handsome souvenir to every lady who visited the store.

At 6 P.M. the store was to be opened. At 5 P.M. the sidewalks were jammed. At 6 the doors were unbarred. At 6.05 the store was full. At 6.10 the police were telephoned for, and at 6.15 the store was closed "by order of the Police Department." All round the store the streets were crowded so thickly that there was hardly room to breathe. To the crowd that got in 31,000 souvenirs were given away. It was quite an event.

In honor (?) of this opening most of the other stores had special sales and openings Monday, at which extraordinary bargains were offered, and altogether this has been a gala week for the papers. Siegel, Cooper & Co. had two pages in all the principal Sunday papers, and on Monday had a good storeful of people.

One feature of Rothschild's opening was an enormous cake baked with Cotosuet, exhibited by Swift & Co. Through the courtesy of Mr. Claude C. Hopkins, Swift & Co.'s advertising man, I am enabled to show a photograph of the cake. It is quite a cake. According to Mr. Hopkins, the first day over 50,000 people visited it and two policemen were required to keep the crowd moving by. In the afternoon they had to start the baker on a second edition, so as not to disappoint callers

The cake was thoroughly advertised and had, I imagine, a good deal to do with the crowds that came to the store.

TALKING of Cotosuet, it has made a great success. Although it has only been thoroughly advertised within the last few months, comparatively, the company is selling large quantities all over the country.

I have criticised their matter before. I think it is above the average. That I have seen lately is better than usual. They have a number of very dainty and well gotten-up booklets which are especially worth of mention.

OF all soul harrowing and ear piercing noises commend me to the steam calliope. Walker's Family Soap has been dosing us with such an instrument for some weeks. It rambles around in a love-sick way discoursing sweet strains in a disconnected tune, and dying away in the middle of "Sweet Marie," for instance, with a long dismal howl that suggests "cats" to the minds of my two rat terriers.

Does it sell soap? Per—haps.

"TRILBY PIG'S FEET" 6C., DELIVERED FREE. A West side butcher thus reminds us that life is real and earnest. A practical man he must be, with new ideas in Art in Advertising.

One of the largest groceries in town is going to have bargain sales. He says: "Everybody is cutting prices. I shall cut prices, too. Look at my store—empty—and look at the department stores—full. I shall meet them at their own game. I shall sell standard goods below cost. I shall have regular bargain days. I must sell goods somehow."



I HAVE received a very neat circular from the Marble Press of this city, "Specialists in High Grade Printing." Their motto is as follows:

TO PRINT:—Use Type, Paper and Printers' Ink.

To Print WELL:-Add BRAINS.

N. B.-We have the Brains.

I HAVE also received a batch of matter from the Chicago Wood Finishing Co. These advertisements have all been got up by an artist, none of them are set up in type. They are very good. I have noticed them before in the trade papers and they show up very well. In some there is, however, a "superfluity of ornamentation." I illustrate one of the best, and also one about which I will not venture an opinion.

THE Indiana Mineral Springs Company have very courteously invited some of the advertising men of Chicago to pay them a visit and take mud baths at their sanitarium. Their courtesy is only equaled by their liberality, which has prompted them to offer to stand all the expenses.



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SWIFT - COMPANY, CHICAGO.

J. P. ALTGELD has pardoned the embezzling cashier of the *Tribune*, and the *Tribune* says it is because they asked him not to. They are not good friends. Perhaps the *Tribune* is right.

A VERY neat hanger from the Webster Manufacturing Company, printed in three colors from half tones and zinc plates. The effect is very attractive. The plates by J. Manz & Co.

THE Lewis Knitting Company have a catalogue which goes through the mails because the

We seek the trade of the epicures with Swift's Jersey Butterine. What pleases dainty people usually pleases everybody.



Jersey Butterine is the standard. It represents the highest type of purty and sweetness. You cannot get a better article than JERSEY Butterine.

SWIFT AND COMPANY, CHICAGO

woman who has posed before their camera wears union suits. She has posed in six positions-four too many -and she looks like a living-picture model. which she probably is. It is not, it cannot be, good advertising for this company to send out matter which offends the modesty even of one out of ten women who see it. And this the catalogue most assuredly will

do. There are a great many women who do not believe in the nude or in nudity in tights, and where will they buy their union suits? Somewhere else.

Added to this, the type pages are spoilt by too much heavy display type, and we have a combination which is far from being "effective"

The only good thing in it is the picture of a little girl, also in a union suit, which is very sweet and "cute."

This and the last three pages, with illustrations of different advantages of union suits, are good. If the catalogue were as good all through it would have been very good.

E. A. WHEATLEY.

Chicago, May 21, 1895.

#### IN CHICAGO.

TWO weeks ago I paid my first visit to Chicago.

In the newspaper offices I found everyone

interested in the appearance of the new and only Democratic morning paper — The Chronicle. Its first issue came out on the morning of May 28, and has created a very favorable impression. Horatio W. Seymour is the publisher, and Martin J. Russell, Collector of the Port, the editor, both men of great journalistic experience. It has stacks of money behind it, and everything augurs well for a brilliant success.

In the Religious Press offices everything seemed to be in a flourishing condition. Mr. Underwood, of the Interior, is full of enthusiasm, because of present business and future prospects. Mr. Dunn, of the Epworth Herald, tells me he had had to crowd out a lot of advertising matter from his last issue, and others are about in similar circumstances.

AMONG the general advertisers I found everyone bright and cheerful, with every employee working as for dear life, for the tide has turned and inquiries and contracts come pouring in that give a feeling of confidence that they have entered upon a new era of prosperity.

THE religious press of Chicago seems notably alive to its opportunities. This is not only with reference to the immediate surroundings, which are, of course, the most favorable of any in the Central West, but some of its leading representatives have a national, and even an international, circulation, which is well worthy of special note. Among these the Baptist Union is conspicuous. This sixteen-page weekly is a sprightly fiveyear-old, the official paper of the Baptist Young People's Union of America. It circulates in every State and Territory of the United States and in every province in Canada, and sends a few copies to a dozen or more foreign countries. It has the largest circulation of any Baptist weekly published in the United States, or anywhere else for that matter. This is a significant fact when we remember that the Baptist denomination numbers 3,637,421 communicants in the United States alone. A feature of this paper is its weekly installment of the Christian Culture Courses of study, which have become very popular with the Baptist young people during the last three years, many thousands following the courses and taking the examinations at the close of the year. This involves a most thorough use of each issue of the paper every week, which fact will be appreciated by advertisers.

THE W. D. BOYCE COMPANY are again issuing a series of circulars that are attracting very general attention. Like everything that Mr. Hunter does in the advertising line, they are unique and differ from what everybody or anybody else would think of sending out, and herein lies the secret of their success.

They lay no claim to be "Artistic," but they are certainly "Striking." They do not follow any set rule or plan, but are combinations of color and arrangement that at once arrest the attention and secure an earnest reader from everyone into whose hands they fall.

They are issued the first and fifteenth of every month, and each one treats in an effective way a different subject, but one that always concerns "Boyce's Big Weeklies," and that surely interests everyone who is interested in advertising.

THE Advertisers' Club of Chicago was organized in room 402 of the Times-Herald Building by the advertising managers of many of the great firms of the city and solicitors or advertising representatives of the several newspapers. Among those in attendance at the meeting were: C. B. Currier, of Willoughby, Hill & Co.; Henry Curtin, the Bell; W. F. Durno, Daily Record, John Lee Mahin, of J. Walter Thompson; W. H. Baker, of Schlesinger & Mayer; Dudley Warner, Chicago and Alton Railroad; A. Anderson, the Bee Hive; George E. Baldwin, the Emporium; G. F. Ryan, Browning, King & Co.; W. M. Fulford, the R. J. Gunning Co.; J. T. Burgess, Fairbanks Co., and many others.

W. H. Baker, of Schlesinger & Mayer, presided, and C. B. Currier was elected secretary. A committee, consisting of Meesrs. Mahin, Carruthers and Fulton, was appointed to prepare a constitution and by-laws. A report forthwith was submitted providing for a president and secretary and for a social meeting of the club around a festive board on the first Monday of each month; and it was further provided that the president and secretary should name a topic for discussion at each meeting and select a speaker to present it. W. H. Baker was elected permanent president and C. B. Currier secretary, after which the meeting adjourned and the members of the club were escorted on a tour of inspection through the Times-Herald Building.

WHEREVER I went I heard nothing but kind words about ART IN ADVERTISING, and from every advertiser I met I received nothing but the utmost kindness and personal attention. I had

not been in the city two days till I had lost my identity as a "stranger," and when I left I felt as if I was leaving behind me many friends who will give to Chicago a charm and an interest for me that it never possessed before. It is needless to mention names. You in Chicago who read this will know to whom I refer, and all I can say is that I will esteem it a pleasure as well as a duty to take the first opportunity that offers to reciprocate in the East the hospitality I experienced in the West.

GEO. M. BROWN.

THE top notch in artistic railroad magazine advertising has been reached by the Delaware and Hudson R. R. in its beautifully illustrated article entitled "A Summer Paradise." covers forty-eight magazine pages, and is a continued story descriptive of the entire region covered by this line, including Saratoga, Lakes George and Champlain, the Adirondacks and the cities of Montreal and Quebec, and the Lake St. John and Saguenay River country in Canada. There are more than one hundred and twentyfive exquisite half-tone illustrations, single aad in groups, and the text, which has been written by Mr. Frank Presbrey, in his peculiarly delightful style, is so entertaining as to hold the interest of the reader from first to last.

Mr. Presbrey deservedly holds the reputation as the leader of this class of advertising work, and when he left the *Forum*, to take it up as an exclusive business, Mr. T. S. Hand also resigned to join him in the enterprise. This is their first piece of work, and if it is a fair specimen of what may be expected from this new firm there will be some big things in the future. The advertisement appears as an inset in the June *Forum*, and marks an epoch in railroad advertising.

MR. GEO. E. CORNELL, for many years one of the most enterprising lithographic salesmen in New York, who will be remembered also as the manager of the World's Fair Puck Building during that memorable exposition, has retired from the advertising department of the Æolian Company, and has returned to the lithographic business in the interest of the Girsch Lithographing Company, Nos. 65-67 Duane street, New York.

#### BOSTON LETTER.

A RUT is a good thing in its way.

Theoretically, it is a narrow track for the wheels of a vehicle, over an otherwise uneven and difficult ground.

Practically, it may fully meet the requirements of vehicular travel, smooth, shallow and direct—easy to turn into and equally easy to turn out from; but this is—alas!—a condition in which we seldom find it, and from this fact has sprung a new application of the term "rut," that has the flavor of unsavoriness, and, from the general unreliability of ruts—particularly their liability to increase in depth and become well nigh impossible to get out of—they are held up as an example of things to be avoided.

I am getting at Advertising Ruts.

They are to be as assiduously avoided as the ruts per se, if they do not fulfil the proper conditions of simply a smooth guide in a direct course to some definite end.

Of course the aim and ambition of every business man or firm is to acquire wealth, and that there is a "road to wealth," with its concomitant ruts, there is no question. Possibly you are on that road. Have you been long on the way? I will venture to say that you have, if you are following the old highway worn by generations into channels deep enough for a mountain torrent. Possibly your team is a bit clumsy or your load over-heavy. Do you not sometimes envy the more modern equipment that has abandoned the "dead axle," taken the new turnpike with its macadamized road-bed sans the rut, and is speeding on to the goal of riches without the anxiety and worry you experience? Times have changed, and the methods and equipments of long ago are of no more avail, excepting for the man who is content to grub along with a mere pittance as the result. Look at the hundreds of bright young firms that are piling up shekels galore, where pennies only are slowly coming into the coffers of the firms established years ago. How do they do it? By modern methods. And I claim that the modern methods of advertising are responsible for the ease with which wealth may be accumulated in this year of our Lord.

It has been discovered that it is as absolutely necessary to tell people of yourselves and your wares as it is to possess them, and that it is also necessary to tell people in the most agreeable and persistent manner. Some business men have the faculty to express themselves to the public in a business-bringing way. Many—most business men do not. To those of the latter class: I earnestly advise you to hasten and employ some good, honorable professional advertising man or firm, to help you in your dilemma, advise you, suggest ways and means, and speak for you to the millions of people who will be influenced by what they are told, if they are approached properly.

Without speaking of the different branches of business, from the manufacturer, through the middleman to the retailer, in detail, I will merely cite the retailer, as an example involving the same principle underlying the whole list.

Not so many years ago the country grocery store was the type of many a business. In this store goods were kept for sale, and dispensed only when called for. They were kept under counters, in back rooms, in the cellar, anywhere (some of them are there yet). Nowadays similar goods are sold freely by the modern system of display. Instead of relegating stock to places available simply for storage, it is put in sight of the public, made tempting by tasteful display, and forced on the attention of people having money to spend. The same idea of display and suggestiveness means a larger trade, a larger revenue.

So in the other and larger fields of trade, the manufacturer and jobber, while he arrives at the result in a slightly different way, can practically show his whole stock to the whole world by continually telling about it, giving now a prominence to one article, now another, until everybody within the scope of the territory covered by his advertising is aware of what he has to sell, and as much more of the details of his business as he chooses to tell. If the goods are useful, honest, durable, cheap, novel, practical, or possess any desirable qualities, they are SOLD.

There is another "rut" I wish to speak of. It is a fact that the modern system of publicity is not entirely without what may be properly termed a "rut," but it is not so deep or so difficult to get out of as the primeval rut of the past. I refer to the "thank-e-mum" ruts, possibly well-meaning, but incompetent advisers. It's a mighty serious thing to undertake to make the business fortune of a firm or individual. It's something of more import than the simple taking of commissions and placing advertise-It means that a good man must be employed, and a man who has a level head and the executive ability to do what you either cannot or have not the time to do. It means that you must expect to pay this man for his time and for the earnest effort he will make on your behalf. If anyone was to tell you that he would be the means of placing \$50,000 in your hands within the year, you would certainly be willing to give him half, wouldn't you? Now, the good men who are making a profession of advertising do not make any promises of that exact nature, but they-many of them-have a past experience that will satisfy you of their ability to do your business good, and some of them have the ability and would be safe in guaranteeing tremendous increase in your revenue, if you would leave them to their own devices. They would just as surely bring you big emolument, as would the trustees of an estate increase the capital intusted to their care, by careful investment. Why not?

Now such a man is not a "rut," but the smoothest kind of a boulevard, graded and asphalted with extremest care. Make immediate connection with him, if you can. The "rut I would wish you to avoid is the man or firm who is gunning for your money without any intent but spending part of it and keeping the rest; the man who is continually scheming to attract you by plausible mediums and ideas that are personally agreeable to you. Beware of such. The best ideas and the plans that will prove radically beneficial are more than likely to be distasteful to yousimply because you are unacquainted with their merits. If you knew them you would have adopted them before, and would have had no need for advice. Think it over. Hunt up a first-class advertising professional, give him carte blancke so far as ideas are concerned, and do not hamper him in carrying them out. If he is a real good man he will not get you into deep water, or advise you to spend more than you can afford, or embarrass you in any way.

Boston Daily Standard.



MR. F. H. CLAFLIN. Bus. Mgr. Standard.

A MOST remarkable infant, that has omitted the usual squally period of early childhood, and taken on the bone and sinew of more mature years at a bound.

"Third" in point of circulation—and so

soon? It takes quite a nurse to handle such a lusty baby. It's a man's work to spank it and provide meat for its sustenance. Realizing that physical vigor, as well as a certain mental and executive ability, was necessary in this rapid stage of development, the management of the paper-the directors - secured the services of Mr. F. H. Classin, recently with the Journal, as circulation and business manager, and for many years identified with Boston newspaper work. This gentleman brings to the Standard youth, vitality, the ambition of a future before him, with lots of practical experience in the conduct of a modern newspaper, and he is installed in the managerial chair with a firm determination to "do or die." I have half an idea that he will do, and I earnestly trust that he may have the support of all newspaper men who, while they may wonder at his preferment, yet realize that this is a world where any man may make of himself what he chooses if he has the opportunity, the ambition and aptitude. I understand that a new man-a new newspaper-means new competition, but what of it? So long as the fundamental principle underlying all enterprises is that of individual emolument, and we have a country that is nominally free, surely the most fraternal and best principle to adopt is the golden rule. Have you forgotten it in the press of business?

The Boston Globe.

This is undeniably a paper with a policy. Everybody about the paper—from the august Colonel, through the whole staff, and down to the very sub-cellar of rank in employees—is

thoroughly imbued with this policy. I really believe they are conscientious in thinking the Globe to be the biggest paper in this latitude, and as they are ready to "prove it," you can have your every doubt dispelled.

### Boston Herald.

This paper has abandoned the idea of printing the outside pages of the Sunday issue in colors, and will substitute the feature of colored lithographic inserts. On the 26th of this month of May the patrons of the paper will receive a fine portrait of Abraham Lincoln, reproduced from a posthumous negative, which is the best likeness of our martyred President extant. Following this issue a series of plates representing consecutively all the different styles of militia uniforms of Massachusetts, from the most ancient to the most modern, will be distributed each Sunday. Colonel Woods departs in June on a European tour, and will be away several months.

### Boston Journal.

MR. STANWOOD is evidently running this paper according to his own ideas of economy, and in the interests of the stockholders. The many changes in the Journal's office and staff have excited considerable comment, but it is to be presumed that Mr. S. is perfectly convinced that his policy is the right one; and that he has the courage to put it to the test, and provoke antagonism, stamps him as a man of convictions, with the nerve to back them.

### Boston Post.

THEY'VE a mascot now, so there is no more doubt as to the permanent success of this paper. In fact, the success is so marked, that on Fridays and Saturdays it is necessary to reject much offered advertising copy. This mascot is a cat that drifted into the editorial sanctum about the time the Sunday Post was made a "bargain" paper and sold at three cents. It's quite a distinguished cat now, and I understand from the highest authority that a reception is to be given to tabby in a Back-Bay residence, shortly What an example of the vagaries of fortune. To-day a tramp, to-morrow the petted darling of society. Well, it's only justice. If a tramp has the qualities of a gentleman, and can be the means of bringing success to an enterprise, why should he not be recompensed? Brother Bryant: Have that cat in prime condition for the event.

#### The Record.

For some unexplainable reason I know less of this paper's policy than any other. I read it, take it home every night, and I have done so since its first issue. I do know that it is responsible for many reforms over here by unearthing corruptions and crowding them to the wall. I also know that it is aggressive and I can remember the hard fight it had in the beginning. I think Brother Barrett runs the paper, and that in itself would seem to account for the fact that the first one-cent paper to succeed in Boston is only something to which he has imparted his genius for "getting there."

### The Traveler.

THE sixteen-page Saturday issue of the *Traveler* is being received with much satisfaction by the public, and Colonel Hasbrook is to be congratulated that the interest in the reconstructed paper is increasing rapidly in circles fully competent to pass on the merits or demerits of a newspaper.

Mr. A. E. Hasbrook, a brother of the Colonel, is in charge of the advertising department.

### Transcript.

MR. WHITNEY is looking very prosperous and happy, and the increased demand for advertising space in this admirable and representative paper has compelled the management to publish twenty-four pages on Saturdays. "Ripley Raffitt," in the Keene Sentinel, recently unburdened himself in a peroration, evidently from his heart, on the Transcript, and has left nothing unsaid that could contribute in any advertising way to promulgate the virtues of a virtuous paper.

Mr. Foxcroft, late of the *Journal*, is temporarily engaged in work for the *Traveler*.

### Colton & Walsh.

This firm is to be congratulated that the failure of the Pharmacy Fair did not thrust them further into the mire of financial discomfort than the advertisers in their Fair paper chose to shove them. I understand that nearly every

firm contracting for space in the paper is cheerfully settling on the basis of the actual number of editions issued. This is eminently right and proper, for the contracts were accepted in good faith, and there were many reasons to believe that the fair would be liberally patronized and continue for the intended time. Messrs. C. & W. are extremely earnest in their inteutions, so far as faithful service is concerned, and have acquired and are keeping the confidence of several business concerns of importance, the best known of which is the North Packing and Provision Company, for whom Mr. Colton adapted the saw "It's a good thing, etc." As it may please Mr. Skilton, I reproduce the device that has appeared in so many papers and other mediums. " Push it along."



# S. R. Niles Advertising Agency.

The office changes in this firm's apartments have been completed, and each member of the staff has a cosey retiring-room of his own, where may be entertained clients and friends, and such business arrangements made as will result in spreading broadcast the advertising information of this and that. Mr. F. E. Allen—late of Dodd's—has arrived, to complete the corps of Mr. Zerrahn's force, and, bringing with him the good wishes and confidence of his many friends, is ready for business—advertising business—with all that it implies.

# T. C. Evans.

In my last letter I wrote a very pretty wordpicture describing this gentleman's personal
appearance (the article following reference to
Dodd's Agency), and headed the paragraph in
the conventional manner, as I have this—"T.
C. Evans"—and passing on the proofs all right,
supposed the edition would "do the rest."
Alas! the form was faulty, and T. C. could only
be recognized by his friends, the accuracy of



F. E. ALLEN. (Niles.)

my description, and the statement that he has been an advertising agent for more consecutive years than any other. I repair this unintentional omission by this explanation, and the additional statement that the accompanying cut of Bryant and Stratton's Commercial School was designed by Mr. Evans twenty years ago, and stands to-day as an example of a particularly attractive ad that has survived the past, through all the vicissitudes of advertising art, and ranks among the best efforts of modern times. Not many ads. do that. Mr. Evans handles the advertising of educational institutions, among



which may be mentioned Harvard University, Worcester Academy, New England Conservatory of Music, and others.

New England Advertising Agency.

"THERE'S a new coon in town."

I can't help it, gentlemen. You never miss an opportunity yourselves, and I must herald your advent as newspaper advertising agents with all the eclat becoming the humorous side of advertising.

I am addressing Messrs. Frank Field Fowler and George V. Morey, who constitute the company.

These gentlemen with pronounced ideas in advertising, are old cronies, with that delightful flavor of bohemianism about them which seems so in keeping and harmony with newspaper work and Newspaper Row. Among their several present connections may be mentioned the New England Piano Company's business, which I understand is to be pushed with extreme vigor and persistence.

Drop in and have a "pipe" and—incidentally—an estimate.

# Dodd's Advertising Agency.

MR. GEORGE H. PIERCE, whose association with Mr. Barber, of the present firm, had its inception 'way back in '66, when Messrs. Rowell and Dodd were partners, comes from Portland and the firm of E. C. Allen & Co. to support his old associate in matters advertising.

If his late experience of seventeen years with the Maine firm, and the good wishes of his many friends count for anything, he should prove a valuable acquisition to Mr. Barber's staff.

### C. H. Guild & Co.

In connection with the Pharmacy Fair, I wish to speak in a complimentary manner of a particularly fine exhibit, planned and consummated by Mr. Guild in the interest of his pet clients. The location of the display was choice, the space imposing, and had the Fair been a success and continued its normal time, Mr. Guild would have scored many points for the goods he is devoted to. As it is, I feel sure that the people who visited the building must appreciate something of the commercial and practical importance of the articles in Mr. Guild's exhibit, and, remem-

bering their names and their utility, some time become purchasers.

# R. P. Tillman,

Ensconced in a tidy office in the Globe building, this gentleman is wearing the smile of content at the expressions of confidence his clients are pleased to make at the satisfactory service he is rendering. Disliking to incur any obligation, Mr. T. is always ready to do a favor, and I wish him continued success as an advertising agent.

# Brown, Durell & Company.

ANTICIPATING the several conventions to occur in Boston this summer, this enterprising firm of jobbers has issued to the merchant buyers a special edition of its *Trade Monthly*, calling particular attention to the opportunities from reduced fares and other attractive features, for making trips of pleasure and business combined. The June issue referred to has a beautiful cover from design by Jorgensen, and the editor, Mr. Frank A. Arnold, has filled its pages with such readable and statistical matter as will insure its preservation and continual value for reference.

I would like to make tardy mention of a very elegant catalogue my friend, Mr. Richards, of the Boston Rubber Shoe Company, has mailed me. Filled with suggestive illustrations in color, and with its cover in azure, carmine and gold, it is a handsome thing, and in perfect keeping with the uniform elegance of this firm's advertising.

I WISH to acknowledge the receipt of favors from various sources, among which may be enumerated Fame, Bill-Board Advertising, Boston Ideas, Brockton Enterprise, et als.

BOND, OF BOSTON.

THE American Teachers' Convention, which is to be held this summer in Denver, promises to be the most tremendous affair of the kind on record. Prof. Nicholas Murray Butler, of Columbia College, who is also editor of the Educational Review, has been chosen to preside.

Subscribe for ART IN ADVERTISING, \$1.00 per year, in advance.

# THE STORY OF THE EPWORTH HERALD.

A RECORD UNPARALLELED IN RELIGIOUS JOURNALISM.

RIGIN.—The Epworth Herald was established by the agents of the Western Methodist Book Concern. It was the outgrowth of the young people's movement in the church which organized the great Epworth League, the most active branch of the largest Protestant denomination in America.

The Start.—The first number was issued June 7. 1890, with trained and experienced newspaper men in every department. The Epworth League hailed it as the beginning of a new era in Methodist journalism.

The Equipment.—There are two Meihle presses used, each with a capacity of 25,000 sixteen-page papers per hour. The building is owned by the publishers, and is located in the heart of the

EPWORTH HERALD

COVER DESIGN USED BY THE EPWORTH HERALD.

city. The appointments and equipments throughout are unsurpassed by any publication of its class in the West.

The Opportunity.—There was no other paper or publication to fill its particular field. There are many weekly family papers, but each one is limited to its own local constituency. The Epworth Herald is the only paper in the church having a national circulation.

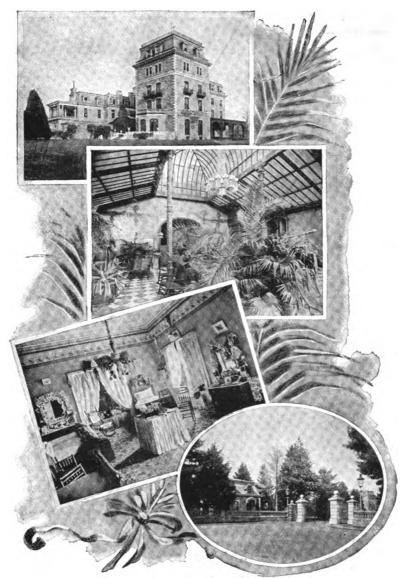
Support.—So great was the enthusiasin for the newspaper that all branches of the church became interested in pushing the work for subscriptions. Ministers generally commended it from their pulpits. The presidents of two thousand Epworth League Chapters gave it their hearty support.

Circulation.—It started with 18,000 bona fide paid subscribers, and during the first year reached a paid-in-advance circulation of 40,000. It has steadily increased at the rate of 15,000 each year, until it now circulates over 100,000 copies each week—a growth unparalleled in the history of religious journalism. The publishers invite advertisers at all times to go through the records and verify the statements as to circulation.

Comparison.—The circulation is believed to be largely in excess of any denominational weekly in the world. The paper and press work are unexcelled, and the class of advertisements inserted unexceptional, no advertisement being inserted that may not be read by any member of the family or in any company.

Quality of Support.—It follows from the foregoing that it enters the homes of the best people. The subscription price being the lowest of any weekly in the denomination, and the quality and quantity of its matter second to none, a very large proportion of the membership adopt it as their only family church paper.

Result.—More people can be reached at less cost through the advertising columns of this paper than is possible by any other means. No other medium provides for an indorsed introduction to so many religious homes. No other religious paper published accepts advertisements for so low a rate per thousand circulation.



ILLUSTRATIONS OF OGONTZ SCHOOL.

By permission of The Forum.

# The Origin of Signs as a Factor in Advertising

# THE STORY OF AN ARTIST'S LIFE STRUGGLES

About 30 years ago, little over a quarter of a century, advertising signs came into prominence as a medium of obtaining publicity for advertisers.

The first practical and prominent adaptation of Sign Advertising occurred during the year 1864. Then Mr. Chas. S. Houghtaling, a rising young sign and pictorial artist, having a natural gift, and under the instruction of an expert master, with whom he thoroughly learned the art of clear, bold sign and pictorial painting, opened his first sign-shop on the Bowery, in New York City. His capital at this starting of business on his own account consisted of small savings, made during his apprenticeship, and his pot and brushes, combined with indomitable energy, and a determination to accomplish whatever he should undertake.

At first his venture was moderately successful in obtaining employment at painting scenery for the small theaters and museums, and signs for tradesmen in that vicinity; but the following spring, owing to the general duliness in all lines of trade, and the competition of his older established competitors, they having on their list most of the regular customers, he thus found business very quiet; hence the young man's prospects for future success in that vicinity were far from encouraging.

While thus wearily waiting, for days and days, with little to do, brooding over his uncertain prospects, the happy thought occurred to him that he might profitably advertise himself during his spare time by a display of his own skill. Promptly acting upon this idea, he took his paint-pot and brush, and, going up town through Harlem lane and along others of the then popular avenues and drives, he set himself to work painting up in big, bold, black and white lettered signs (abbreviating his name to "Hote"), painted everywhere, "Hote Paints Quick Signs." "When in a Hurry. Send for 'Hote'—on Bowery."

These tersely worded signs, painted on the rocks and fences all along those much traveled thoroughfares, he wisely conjectured, would attract the attention and make a forcible impression upon the minds of business men who frequented these avenues for the purpose of family carriage riding, or speeding their fleet horses after business hours.

It was this unique and altogether original experiment of advertising himself that proved exceedingly fortunate. Merchants and tradesmen being strongly impressed by the novelty of "Hotes" advertisements thus forced upon them, as well as the bold, striking, artistic style of the workmanship, at once orders for "Hotes" quick-made signs began to come to his shop from all parts of the city.

"Hote," upon receiving this sudden impetus to business, which, of course, enlarged his capital, became convinced that the ulterior results from such a small experiment, if more extensively performed, would bring to him other and more valuable business. Imbued with this idea, he visited Messrs. P. H. Drake & Co., who were at that time in the zenith of their success of "booming up S. T. 1860 X Plantation Bitters," by every available method of advertising. Laying before that firm his new and original plans for the sign advertising of "S. T. 1860 X," in a similar but on a far more extensive scale than he had originally started for himself, these advertisers being wide-awake to everything that would permanently popularize the name of their "Bitters," at once contracted with the young artist to paint their advertising in all the most conspicuous places available around New York, especially in the neighborhood of Central Park and other localities of popular resort. Having completed this, all to P. H. Drake & Co.'s satisfaction, these famous advertisers, with characteristic enterprise, soon after arranged with "Hote" to paint their advertising signs on all lines of railway travel throughout the length and oreadth of the Atlantic Coast States.

It was during this time that "Hote" showed his enterprise and aggressiveness by constantly following the advancing Union Army; was on hand at the Fall of Richmond, and the day after the surrender was busily engaged in decorating the redoubts commanding the Confederate Capital with the mystic symbols, S. T. 1860 X.

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The great success of popularizing the name of "Plantation Bitters" by his new system of "display" soon set the sign advertising ball in motion, and signs at once became recognized as a distinct and valuable factor in directly profitable advertising.

Few people can have any adequate conception of the magnitude of an enterprise like this, or of such a one as that soon afterward undertaken by "Hote" for H. T. Helmbold & Co., of "Helmbold's Buchu" fame.

During his contract with Mr. Helmbold, under the impetus of their mutual enthusiasm in the new departure, "Hote," within two years' time of hard, persistent work, and under great difficulties, involving not a few privations and hardships, succeeded in painting, systematically, in and near almost every habitable place, in four-foot letters, the words "Helmbold's Buchu," which set the natives and travelers everywhere agog with curiosity.

After decorating the Palisades and rocks that line the Hudson, together with all cities and towns throughout the Eastern and Middle States, he transferred his labors to the Western States and Territories, and even as far as the Pacific Coast region. Many parts of the country that are now flourishing in all the perfection of civilization were then a howling wilderness. The Union Pacific Rallroad was not yet finished, and "Hote" was obliged to travel overland by stage and pack-mule routes to complete his great undertaking.

But while in their day Messrs. Drake and Helmbold were probably the most daring and extensive advertisers, others soon followed, who not only took the cue from them, but vastly enlarged and elaborated upon their success at sign displays.

In succession and prominence in the field of outdoor, fence and wall advertising, came, in rotation, the renowned Walker's "VINEGAR BITTERS," which was signed up by "HOTE" with even a greater display than that attained by Helmbold.

Following it came the national displayed signs of "St. Jacob's Oil," "Blackwell's Durham Tobacco," Warner's "Safe Cure," and those of a host of other successful advertisers, all of whom have since continually employed "Hote" in the painting and extension of what has proved to them to be an immensely effective advertising medium.

Among the latest and largest, and which has, perhaps, become the greatest advertising concern of the present age, is the firm of Messrs. C. I. Hood & Co., Lowell Mass., proprietors of "Hood's Sarsaparilla." This firm is acknowledged to be the most judicious and aggressive of advertisers that the world has ever known, and who have exclusively employed "Hore" as a contractor to paint their signs everywhere throughout the world.

Where is the person who has not seen and had forced upon his attention the advertising signs of "Hood's Sarsaparrilla?" What traveler is there who has not had "handed in to him" on the limited the signs "Hood's Cures" on thousands of barns, fences, etc., from New York City to the "jumping-off place" way "Down East"; then, again, up the Hudson River, and alongside the great railroad trunk lines to Buffalo, Pittsburg—clear through to Chicago, St. Louis, Kansas City, Omaha, Denver, St. Paul, Minneapolis, to the Rockies and beyond.

The magnitude and far-reaching extent of "Hote's Signs" of to-day may be surmised by the casual observer, but can only be comprehended and realised by the business man who considers the immense area of territory over which these signs are displayed, and the millions of people who are inevitably and constantly confronted by them, whether in their own locality, or wherever they may travel, standing out as mute, bold, efficient guides and constant reminders for the various interests that they represent.

From such an humble beginning, upward and onward, this enterprising genius "Hote, Knight of the Brush," has forged his way, steadily, surely and permanently, to a general commercial recognition as the creator of a powerful factor in American advertising, until at the present time there is annually, profitably expended, over half a million dollars for "Advertising Sign Displays," and this for the simple reason that, without prejudice and acceptance of Hote's creed of "Purity in Paint and Honest Service," his sign displays have proved to be of extreme value and sterling benefit to all advertisers who have taken advantage of thus popularizing their name, or the goods they manufacture.

# "HOTE" LET "HOTE" GET YOUR "HOTE"

# A Veteran in Experience—"He Knows His Book" An Encyclopedia on Display

3 Park Place, New York

74-76 Madison Street, Chicago



# LONDON LETTER.

By T. B. RUSSELL.

N advertising, more than anything else, it is a fact that he who neglects women neglects more than half mankind. For the hand that rocks the cradle does the buying for the world. Hence the feminine press is, for most advertisers, a highly important business factor, and as we have in England a development of that branch such as America does not seem to possess, some account of the chief English papers devoted to ladies' interests should be worth setting down.

We have nothing in England that is exactly like the Ladies' Home Journal, which I take to be the foremost women's paper in America, and which I know well enough to value, since the publishers have for some time been kind enough to send me a copy monthly. In some respects our papers are not so good; in others they are better. The average of excellence in advertisements, which makes the Ladies' Home Journal, to me, one of the most interesting papers in the world, though I am a man, does not exist in any English paper of any class. The cycling papers contain the best advertising that is written and designed in England, and I hope that some day I may be able to say something about them here. But our ladies' papers are bulkier and much more comprehensive than any of yours, and they contain far more advertisements. The Queen and the Lady's Pictorial contain as a rule thirty or forty pages of advertisements in every issue, at about £25 a page. They have pages of about the same size as the Ladies' Home Journal, but they are published weekly instead of monthly, and are far more "technical" in character. That is to say, they contain more fashion matter. The other ladies' papers of this character are The Lady and The Gentlewoman. The last is a somewhat close follower of the Lady's Pictorial. The Lady resembles this and The Queen in some respects, but is run on rather different lines. There are a few penny papers for ladies of this kind-of which Woman is the most important-and Mr. Pearson, of Pearson's Weekly, who has a writer on his staff called "Isobel"-to my mind about the best all-around woman's journalist in Englandset, a few months ago, a fashion, which has been shamelessly imitated, for a somewhat novel class of feminine perodical literature, whereof more



hereinafter. I shall also have to speak of the monthly women's papers, a class by themselves.

The Queen, Lady's Pictorial and Gentlewoman are all much alike. The Gentlewoman, not so old-established as the others, does not get so much advertising; but I am told by competent lady advisers that it is at least as good a paper as the others. These papers contain an elaborate account of all new fashions in clothes, hats and underwear for ladies, profusely illustrated in the rather frightful style affected by fashion artists, and especially by Mons. Pilotelle, who is the foremost of his clan. "Mars" and Adelaide Claxton also draw, and the last named is famous for her pretty-faced women. there are illustrations and highly recondite descriptions of dresses worn at Court presentations and other tony gatherings, and sometimes of those in smart theatrical productions. Fashionable weddings are reported, the dresses worn described and pictured, and photographic portraits of brides are reproduced in half-tone. The ineffective and superfluous bridegroom is merely named. Nobody wants a picture of him in his bridal coat and his going-away hat. There is a serial story of feminine interest, with illustrations; there are a number of toilette and health hints, with answers to correspondence, and a small space-not much-is devoted to cookery, generally of the "take three quarts of cream to begin with " order. A page is devoted to matter for children, and the leading emporia for fashionable wear are "noticed," often with illustrations. There are a few other features-such as society news of the more dignified kind, notices of what is going on at provincial centers of fashion, some things that pass for book reviews, and the like, and, as already indicated, a vast mass of advertising pages. The latter should be good value, for they are undoubtedly examined with as much interest as any part of the papers. The Lady's Pictorial and Gentlewoman run many advertisement pages in facing-matter position. The Queen does not do this, and the few position pages in that periodical are hard to secure.

Mr. Pearson's paper, Home Notes, edited by "Isobel," is a penny weekly on lines original, as I believe, with him; and it has jumped in sixteen months to a proved-up circulation of somewhere about three hundred thousand copies, which far exceeds that of any other lady's weekly in the world. It has about thirty-two pages of household hints, rapturously applauded by my lady advisers-stories, fashion articles, personal articles, nursery notes, cookery, home dressmaking articles, and so on. The advertisements are run alongside matter, the pages, which measure nine inches by six, being put up in two-column setting. The color is well printed in color on surface paper, like ART IN ADVERTISING, and is changed from time to time. Advertisers who have used the paper say it is an excellent medium, and I have found it so myself.

Not long ago Mr. Harmsworth, of Answers fame, started a ladies' weekly called //ome Chat, which has had considerable success, and appears to be a very good paper in all respects. One would regard it with a more favorable eye if it were a less obvious effort to "go one better"

HOME NOTES

THE HAND
THAT
ROCKS-THE
CRADLE
RULES-THE
WORLD

DOUBLE NUMBER, PRICE TWOPENCE

than Home Notes. The matter, style and get up are a close imitation of the latter. The cover, which is printed in two colors and changed, is rather better than Home Notes, an exquisite half-tone child picture being worked in with good effect. The Happy Home is the newest effort in this line, and all that need be said of it is that it is very like the others, with a dash of the Lady's Pictorial thrown in, and not as well done. It comes from the Lady's Pictorial office.

The most important ladies' papers issued monthly are those of Weldon's series—a sixpenny, threepenny and two onepenny papers being issued simultaneously. These are more exclusively devoted to home dressmaking than the others, and contain paper patterns. which are also sometimes given with Home Notes. Weldon's papers do not aim at so high a class of readers as the sixpenny weeklies, but they have, of course, a much larger public in consequence. Until Home Notes and Home Chat were in the field, Weldon's papers, taken all three together, made an advertising medium which I have found, and have been told that others found, more than

equal to all the other ladies' papers put tegether for a popular class article. Messrs. Cassell & Co. publish a paper called the Paris Mode, in connection with which paper patterns furnished gratuitously to personal measurement, are a feature. The Paris Mode offers also a wedding dress to the first lady after publication of a given issue who writes that she has accepted an offer of marriage.

I think this about covers the feminine press of Great Britain, though perhaps a word ought to have been said for that admirable weekly journal, Woman. The illustrated weeklies of general interest usually have a woman's article, and the Pall Mall Budget, before Mr. Astor immolated it, used to have the most brilliant articles of this kind that I have ever seen.

This immolation of the Pall Mall Budget is, I suppose, stale news in America. The Pall Mall Budget was an accessory to the Pall Mall Gazette. The latter is a penny evening paper, established in 1865 by Mr. George Smith, of the great publishing firm of Smith. Elder & Co., London, who subsequently turned it over to his son-inlaw, Mr. Yates Thompson. The first editor was Frederick Greenwood, and the purchase of the Khedive's Suez Canal shares by the British Government—out of which our Egyptian troubles have largely grown-was first suggested by Mr. Greenwood in the Pull Mall Gazette. In 1880 Mr. John Morley (now Chief Secretary for Ireland, and perhaps the ablest member of the cabinet) took over the editorship, and reversed the political complexion of the paper. His subeditor was a young man named W. T. Stead, now the world famed editor of the Review of Reviews, and lately, I regret to say, a convert to spiritualism in an aggravated form. Mr. Stead succeeded to the full control of the Gazette when Mr. Morley gave it up in 1883. The editorship was afterwards taken over by Mr. E. T. Cook, who, with his staff, resigned in turn when the paper was acquired by Mr. W. W. Astor, and its politics again reversed. The present editor is Mr. H. C. Cust, M.P.

The Pall Mall Budget was a weekly adjunct to the Gazette, at sixpence, and was always a readable paper. Under the ownership of Mr. Astor, for whom it was edited by Mr. Lewis Hine, however, it became at a bound the most brilliant weekly paper in Great Britain, its letter press

being of a very high order. Money was lavished on it in bucketfuls, but everyone predicted for it a splendid future, when, about the beginning of the present year, it became known that Mr. Astor intended to stop it. No motive was assigned for this step, but it is understood that the paper was sacrificed to the memory of Mrs. Astor, who took a strong personal interest in the Budget, and who died last year. Anyway, the Budget stopped, and everyone was sorry. At a punctual interval of a week from its untimely decease Mr. Harry Furniss got out a paper which he calls The New Budget, made up to resemble as closely as practicable the Pall Mall Sudget. A week later it was announced that his Lika Joko would sadden the world no longer. How far the attempt to resurrect the Pall Mall Budget will succeed is a problem yet unsolved. The scheme is not one that commends itself very strongly to the average mind. Meantime the Pull Mall Gazette goes on as usual, and is by far the most readable daily paper in London. A new series of Rudyard Kipling's "Barrack Room Ballads" has just been commenced in its columns, and it also secured for publication Slatin's account of his escape from his long slavery in the camp of the Mahdi and his successors in the Eastern Soudan

LONDON, May 1, 1895.

### A FISHY ADVERTISEMENT.

O advertiser should be discouraged through fear that his advertisement will not be seen and given due consideration by the public, no matter what its nature may be, or how little, or how great, its real value to the world at large.

An interesting illustration of this occurred in England not long ago. Dr. Eager, an Irish physician then practicing in Liverpool, but who was born in the Parish of Cloyne, County Cork, some dozen miles from Queenstown, where, by the way, his brother acted as American Consul for many years, while sojourning, during his vacation time, at Harrowgate, the Yorkshire watering place, one day made a bet with a friend that any advertisement he might insert in the London Times, no matter how absurd the proposal it might contain, would find not only readers, but many who would place sufficient faith in it to send money to the advertiser.

A considerable stake was wagered on the event, and Dr. Eager thereupon sent to the paper in question an announcement offering to sell for two shillings sterling, a wonderful powder, the ingredients of which, it was gravely asserted, had just been discovered by an eminent scientist. This remarkable article would, according to the advertisement, if sprinkled on the surface of any pond, or lake, produce fish; there being different powders for different varieties of the finny tribe.

One would suppose that this was sufficiently nonsensical to lose Dr. Eager his bet, and may therefore be said to have been inserted in the best of faith. When, however, an early mail brought several answers, in which the two shillings were inclosed, and these were supplemented, in later posts, by quite a number of replies from those who may be said to have had the courage of their inquisitiveness, Dr. Eager's friend threw up the sponge. Of course the money was returned to these credulous ones, with a note to the effect that the advertisement was only a trap set for the gullible, and that they might be said to have taken the prize.

I. H. H.

MR. FRANK SEAMAN has added a unique feature to his already unique advertising business. We have already explained in these columns how Mr. Seaman in conjunction with the Western Union and the American District Telegraph Company is able to control a very large proportion of the small "Want" business so eagerly sought for by the great dailies. The new deal is operated through the same channel and in precisely the same manner. It places Mr. Seaman in a position to be of great service to his patrons in theater tickets. The best seats in the house are to be had at the various district messenger offices together with a diagram showing the exact location of the seats furnished. All a person now has to do is to call up a messenger, order seats for any play he desires and in a few moments the tickets are delivered, together with the diagram showing location. Should the location be undesirable, the tickets can be returned or others selected. The charge for this entire service is only twenty-five cents. That the great convenience of this arrangement is appreciated the sudden popularity of the scheme And the reduction from fifty cents to twenty-five cents puts an end to what has always been an unjust tax. of course, the ticket business cannot justly be called advertising, yet it really is a branch. The city department of Mr. Seaman's business, which is still known to a large portion of the outside public as the Allen Advertising Agency, places practically all the amusement business in the city. In arranging this ticket scheme Mr. Seaman has certainly shown a commendable desire to aid his clients in every possible manner; for so thorough and so wide a distribution of seats is certainly a great aid to business. Such a plan would necessarily be out of the question but for the perfect arrangements already existing. Undoubtedly it involves much detail, but it shows a spirit of enterprise on the part of Mr. Seaman which is much appreciated by his customers. In the final arrangement of this idea and its ultimate satisfactory introduction much credit must accrue to Mr. Harry Bentz, Mr. Seaman's right-hand man and general boss of the Allen end of the business.

The Seaman offices on Broadway are now connected by telegraph with every American District office in the city and with the main office of the Western Union Company. Constant and instantaneous connection is maintained with the newspaper offices by means of the pueumatic tube system. An operator is constantly at the ticker, and, like the drug store in the Sun building, the place is never closed. Amusement copy is frequently changed in the middle of the night, and the convenience of having some one around ready to receive instructions, no matter what the hour, is making business lively around the city branch of the Seaman Agency. Mr. Seaman reports general business very fair.

AND now the physicians are making war on the pencil and penholder, as used and abused in our public schools. The practice of distributing these articles at random, among the children, and of collecting them at the close of the exercises for re-distribution next day, is said to be fraught with serious danger; as also is the custom of covering books with cloth. Only stiff, glazed paper should be used for this purpose.

# ATLANTA'S BIG SHOW.

THE Exposition to be held in Atlanta, Ga., this fall, beginning the latter part of September, promises to be a notable event. It has not only outgrown the expectations of its projectors so far as to have doffed the sectional or merely local aspect, which it wore at the outset, and put on an eminently national outfit, but it has enlisted the coöperation of several foreign governments, both in Europe and Central and South America, and thus become a genuine international affair.

Of course, it is not expected to compare with the World's Fair in magnitude and diversity, but in certain respects, especially so far as the staples of the South are concerned, it will be the superior display of any ever held in this country, and in many of its features score a close second to the Philadelphia Centennial.

All the Southern States are taking an active, patriotic interest in its success. Quite a number of the Northern and Western States will be represented by buildings for their special occupancy and appropriate committees, among them the Empire State of New York.

The colonial exhibit covering American history from an early period, and in behalf of which Massachusetts, Virginia, all the Original Thirteen in fact will conjointly labor, will doubtless be the finest ever collected for a like occasion. The general government will be there also to the amount of about a quarter of a million of dollars in a splendid collection of exhibits from its forestry and mineral divisions, the fish commission and other departments, while the colored people of fifteen States are engaged in the preparation of what is certain to be a memorable display of the progress of their race since the close of the great Civil War.

Altogether it is to be a big show. It had the good fortune to be placed in the hands of the right sort of men at the start—of representative capitalists, contractors and managers—of men of experience in such undertakings, of men who appreciate the value of advertising themselves and their people and their resources on an elaborate and attractive scale, and of being advertised by others, thousands and tens of thousands of visitors and exhibitors from all over the country and for that matter from both hemispheres. Here, indeed, should be a fruitful field for the

promotion of new social, commercial and economical relations between peoples who will find in the mutual associations of an extending trade and the spirit of a friendly competition, the basis of an ever permanent prosperity.

# SOUTH AFRICAN AMERICAN EXHIBITION.

EWS just to hand from South Africa informs us of an intended American Exhibition to be held in November, 1896, and for the benefit of American manufacturers and merchants. They should not lose the opportunity of communicating with the secretary, Box 429, G. P. O., Cape Town, who is willing to afford fullest particulars of what would be greatly to their advantage, as South African markets have not yet been properly exploited by our business men, and that country bids fair to become "the land of the future."

SINCE the advertisers of Royal Baking Powder have "shown their hand," so to speak, the country has been over-run with "hand" advertisements; proof positive that the Royal ad. was a good thing.

WHY does Mr. Gillam persist in saying "10 cts. the yard," when he might just as easily say "10 cts per yard" and not sound half so old-granny-fied?

"A widow, under thirty, enjoying good health and a bright disposition, and possessed of the complete wardrobe of her late husband (5 ft. 4 in. in height), a splendid suite of furniture and 900 marks in cash, desires to form the acquaintance of a gentleman with a view to matrimony. Address," etc.—El Vascongado.

### DANGER.

THESE BUILDINGS ARE BEING REMOVED BY F. M. HAUSLING, ETC., ETC.

This is the substance of two large signs which confront pedestrians at the corner of Broadway and Seventeenth street, and which, to the observing, suggest unpleasant thoughts of the Hausling method of taking down buildings. Wouldn't it be a good idea for the contractor to place his danger signs and his advertisement on separate boards?



ROM a recent advertisement of Brentano's, calling attention to the fact that this well-known house is prepared to meet the department store prices of books, I quote the following:

You have all the charm of bookbuying by dealing with a book store. To those who delight to browse in the paths of bookdom, tasting here, culling there, with an occasional picking of a fancied flower, the indiscriminate and thoughtless purchase of a book seems almost irreverent and sacrilegious. Would that more would acquaint themselves with the charms of a book shop.

Now that the prices are right, no one need sacrifice sentiment for pence—or mix their books with their calico and soap.

The point urged is a good one, but will, necessarily, appeal to a limited class of book-buyers -to that class which not only reads books, but loves them. The inborn passion for books, aside from the love of reading, is vouchsafed to but few people. The others know nothing about it; to them the fascination of the book store is an unknown quantity; the subtle joys of the book-buyer, sensations they have never felt. The delight of stepping from the glare and noise of the outer world into this mystic world of books, of loitering from shelf to shelf, of lingering over new acquaintances and recognizing, with a sudden warm little feeling at the heart, the old ones, in their unfamiliar covers, and finally the reluctant retreat toward the door, precious parcel in hand (and not embellished with the advertisement and trade mark of a department store), these, I say, are joys peculiar to the book-lover.

In contrast, the process of buying a book at a department store seems commonplace, indeed. You enter one of these vast establishments and, pushing your way through crowds of shoppers, confront an obsequious floor-walker with a request to be directed to the book department.

"Books," he repeats briskly, and in exactly the same tone he would employ had you asked for coal-hods, "Books, second floor, new building; elevator to your left," and thus informed you push on, past piles of dress goods, festoons of lace, white drifts of cotton underwear, haughty salesladies and abstracted cash girls, (these last, by the way, with a clumsy propensity for butting the unwary shopper in the vicinity of the waistband and temporarily knocking the wind out of him) until you find the elevator, already crowded to suffocation, and are whirled to the second floor.

"Boys' clothing—Books 'n Stationery 'n Groceries," says the elevator man, and you step out, preceded by a ponderous female of Hibernian extraction, who drags after her a wilted-looking and diminutive son. Past more salesladies, through narrow aisles between mountains of boys' clothing and pyramids of canned vegetables and bottles of pickles, you wend your way until suddenly you emerge into the "book department."

You love books and here they are in abundance—shelves full—tables and counters piled high with them and a bargain counter where "Handy Classics" at 21 cents per volume are being coldly turned over by a crowd of stupid

women. You realize that there is something missing-the indefinable something which makes book-buying a pleasure, and you are vaguely annoyed by the incongruity of the surroundings. Your eye, following the line of the shelves and noting here and there a favorite author, suddenly encounters in the next department a vision of the ponderous female trying caps on her weary young son, and jamming each one down over his little white poll, with a good deal of unnecessary violence. You find that there is something offensive in this sort of thing. You object to seeing the "Complete Works of Shakespeare" against a background of shirt waists, and you resent the suggestions and opinions of the girl who is waiting on you. At the fiction counter you are a little bit ostentatious in your selection of the best authors, and it riles you to have that indiscriminating young woman ask if you've read "The Bride of a Week," by Bertha M. Clay, and assure you that it's splendid and that they've "sold a good many of 'em."

THERE is indeed but little satisfaction in buying books in this way. The difference in the price hardly compensates for the enjoyment you miss in not buying at the bookstore; and the volumes which you carry away from this atmosphere of groceries and kitchenware never seem quite the same as those which come from your favorite dealer.

The question of price, however, does make a difference even to those of us who are decidedly biased in favor of the bookstore. People who love books are usually those who can least afford the high prices demanded by the legitimate dealers, and there is no doubt that the opportunity for securing a longed-for volume at a greatly reduced rate is a temptation hard to withstand. That part of the public which patronizes the department store book counter from choice consists, as a rule, of people to whom book-buying is something of a novelty after all. Their reading has been confined to borrowed volumes or to those secured from circulating libraries; and until the cheap book counter was thrust directly under their noses, so to speak, the idea of buying for themselves had probably not suggested itself, or, if it had, was doubtless rejected as an extravagance. However, with all its disadvantages, from a purely esthetic point of view, there is no doubt that the book department has proved much of a blessing. It has placed good books within the reach of all; those who have done without books because they were unable to purchase them, have been made happy by securing what they wanted at a low price. Others, the great majority of buyers, have made the acquaintance of a better class of reading matter than they have ever before known, and if, at last, the bookstores are forced, in self-defense, to give us cheaper reading matter, we shall feel inclined to forgive the department store many of its sins and shortcomings.

SAYS an editorial in the Evening Post: Many public complaints have lately been made, and we have received several private ones, about the quality of paper and ink put into ordinary books nowadays. Fresh and neat enough, on issue, it needs but a few months to reveal in them a disheartening mass of yellowing and blotchy paper and fading ink. If this were the case only with books which the world would willingly let die, and if publishers chose to use their muddy vesture of decay simply as a conventional sign that the spirit, as well as the body, of any given volume was destined to an early grave, we should have little to say. Even so, however, the process would be objectionable for not being thorough enough. The thing should be arranged so that books of this sort should not only become unsightly and illegible, but should actually disappear-exhaling or evaporating into space, as Hawthorne wished the bodies of the dead might. Why leave the corpscs on hand to lumber up our shelves? But we see no evidence of any such praiseworthy intention. The cheap and nasty paper and ink are by no means confined to cheap and nasty thought. Not many books are printed nowadays which can be said to contain the precious life-blood of a master spirit, but if any such were to come out in this day of lightning presswork they would be done to death by wood pulp and logwood ink as heartlessly as the worse works that we could have better spared. Some publishers go so far as to say, in self-defense, that good leather for binding, good paper and permanent ink simply cannot be had for love or money. But Mr. R. T. Swan, Massachusetts Commissioner of Public Records, who has especially investigated the

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question, concludes that "there is as good, if not better, paper made to-day than ever before, and also as poor, if not poorer"; and that good ink can be had for your money. But neither paper nor ink can be had for bargain-counter prices, and only such prices are the American people willing to pay apparently.

A WRITER in the Sun is responsible for the assertion that applications have been made at a New York library for the "Yellow Ostler," by Kipling, "A Widow in Thrums," "Ships that Speak as they pass by," and "Triplets," by Du Maurier. (How thankful we ought to be, by the way, that Trilby isn't Triplets! More than one of her would be a national calamity, indeed!) The same writer assures us that one reader called for "any book by the Duchess or George Eliot except Jane Eyre," while another wanted "any one of Ivanhoe's books, no matter which."

ONCE in awhile, in his talks on journalism, Mr. Dana manages to hit the nail pretty squarely on the head.

"I have often been appealed to," he says, "by friends who said, 'Can't you take this young man and give him employment?' Then I will watch that young man for a month or so, and see what it is that he takes up in the morning. If he takes up the newspaper and turns to the political part of the paper, and is interested in that, why, that is a good symptom of his intellectal tendencies; but if, instead of that, he takes up a magazine and sits down to read a love story, why, you cannot make a newspaper man out of him."

MR. HARRY C. JONES, of New York, publisher of the *Quarterly Illustrator*, but better known, perhaps. as proprietor of a photo engraving company, has added to his publication department by the establishment of a ten-cent magazine to be called *The Galaxay*.

ANOTHER new publication which will doubtless enjoy some celebrity is the Bachelor of Arts, which starts out under the editorial management of Mr. E. S. Martin. It will command some of the best work available. Mr. Martin was one of the founders of Life. He is probably in greater demand as a writer on current topics than almost any other of the school to which he

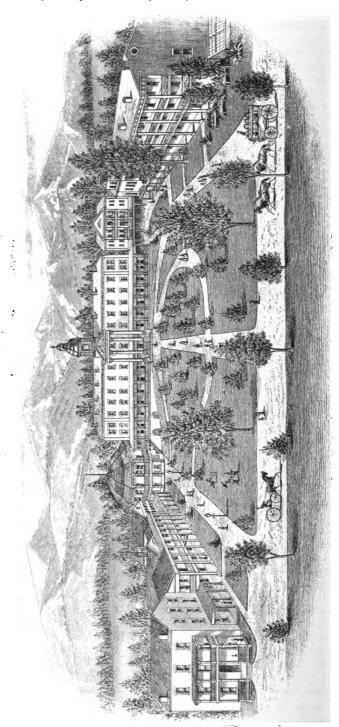
belongs. He at present contributes "This Busy World" to *Harper's Weekly* and "The Point of View" in *Scribner's*. The editorial page in *Life* is also largely the work of his pen. Mr. Martin is a resident of Rochester, N. Y., but a citizen of the world.

MR. PAGE has resigned from the advertising department of the *Cosmopolitan*, and is succeeded by Mr. H. D. Wilson, formerly head of the circulation department.

A CURIOUS occupation, incidental to city life, is that of the man who supplies the brass name plates which adorn the letter boxes in apartment houses. Upon moving into an apartment, one of the first duties of the movee is to insert his name in the space designed for that purpose on the letter box. As a rule the name is written on a bit of cardboard, and would seem to answer the purpose admirably. In a day or two, however, a small envelope is found among the morning's mail, containing a shining strip of brass with the recipient's name stamped thereon in clean cut letters; an accompanying slip of paper states that the "agent" will call in a few days and if agreeable will fit this name-plate into the letter box for the trifling sum of 15 cents. The reasonableness of the charge, together with the tempting brightness of the plate, are a pretty safe insurance to the speculator against the risk of losing his work, and when he "calls around" he is usually bidden, good-naturedly, to "go ahead and fix it up." One of these men being asked how he could afford to make up these plates on speculation, replied that he very seldom had one thrown back on his hands; in case of such happening he was usually successful in selling it elsewhere, either to a tenant of the same name, or by making some slight alteration to adapt it to another name. "It's lots better than canvassing," said he.

WHILE photography has, of course, lent its aid to the development of the poster, it neither plays nor has played such an important part as people are apt to imagine. It is a common thing to hear people, and especially artists, say, when looking at some particularly good display of posters, "Yes, very good drawing and action, and all that, but they're only enlarged photographs, you know." Such is not the fact. The great

# HOLLINS INSTITUTE, VIRGINIA.



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advances made in poster-work in the United States have been due to three things: to improved processes of lithography, to the great national spirit of competition, and to the growing number of young American artists who do not consider it beneath their artistic dignity to draw a circus picture, provided they draw it well, who have turned the lithographers' rooms in New York, Cleveland, Boston, Cincinnati, and Chicago into veritable "ateliers." impulses have naturally led to the employment of improved methods of printing, but they have also led-which is of much more account - to the employment of better men, until, to-day, the production of show posters, the "paper" of the theater and the circus, represents the services of a grade of illustrative artists that was never dreamed of in the old woodcut days.

It may be inserted in the unwritten history of show posters in the United States that the first poster-work in this city, and it is believed, in this country, was printed from the grain end of mahogany blocks, the lines being first marked out with gravers and then the heavy spaces cleared away with the mallet and chisel. The impulse toward larger, freer work came from the circus people, from the elder Barnum, in fact. Working under this impulse, two show printers, Morse and then Purcell, were able, by the aid of the routing machine and the use of pine-board planks, to get out posters of such an area as had never been thought possible, some of the "stands" bearing twelve-sheet bills, that is, single pictures, or groups of pictures, 13 ft. long by 7 ft. high, It may be mentioned, as an interesting record of contrast, that some of the posters turned out by a New York lithographer last season, for the same circus, were of 150 sheets, making a continuous picture 10 ft. high and 176 ft. long. It would afford a still more interesting contrast if some of these early posters could be secured and put on exhibition to mark the commencement and fin-de-siècle of art in posters.-

THE April number of ART IN ADVERTISING, with its elegant letter press, first-class illustrations, and tip-top reading matter, editorial and otherwise, shows manifest signs of improvement in all its departments where improvement seemed impossible. It is evidently in full touch with the business revival that is hopefully dawning upon the country, and easily takes front rank in our contemporaneous trade literature. - Washington Post.

Sun.

MAY 13, 1805.

Editor ART IN ADVERTISING.

DEAR SIR: In your May number a Mr. Wheatley, of Chicago, writes, apropos Norcross:

"But I do know that along in January I began to use the very same phrase for an old customer of mine in California, a Mr. Cutler. As I had it, the phrase read "Get at Cutler's," and I thought it a very good phrase when I invented it.

". . . I only mention this to place myself on record as having been an originator, and not knowingly a plagiarist."

My italics differ from your print. I take no stock in "mental telepathy" or "unconscious absorption." I know, because I have followed current advertising pretty well, that the phrase originated in Philadelphia long before "along in January" and read "Get it at Evans'" (a popular drug store) and has served as a model for countless imitations and copies and transpositions, and the like In justice to Norcross (not to mention Evans) this note deserves publication.

W. H. BAKER.

### AMERICAN SOCIETY OF S. AFRICA,

CAPE TOWN, SOUTH AFRICA, April 15, 1895. SIR: The above society, founded by American residents

In South Africa, having for its object the promotion of commercial enterprise between the United States and this country, fostering social union between countrymen here or visiting South Africa, and to aid Americans generally, has been successfully inaugurated, and by courtesy of a number of your contemporaries we have a fairly good supply of papers and magazines, but as it is desirous of placing information belonging to all parts of America in the reading rooms, I beg to suggest that you place the society upon your free list. It will, I am sure, prove a first rate advertisement, as well as being of use and comfort to our countrymen throughout South Africa. Waiting the favor of your Yours truly, reply,

I. F. WEBNER, Hon. Sec'y.

New York, May 11, 1895.

Editor ART IN ADVERTISING,

80 Fifth Avenue, New York City: Mr. W. W. Brett writes a splendid article in your May number.

Brett is a bright man, and has as many good ideas to the square inch as some men have to the square foot.

Mr. Brett reproduces an old advertisement of Dr. Warner's corsets, and speaks in the highest terms of it; and does not compare a present advertisement of these corsets favorably with the old one.

The old advertisement is a good one, the argument is clear, it says a good deal and says it strong.

This advertisement is almost entirely on Coraline.

Dr. Warner's corsets have been known as "Coraline Corsets," but as the Warners make twenty-six corsets, it became necessary to drop the word "Coraline" from the advertisements; consequently, no comparison, favorable or

otherwise, can be made between an old advertisement and the present style of advertising.

However good or bad the present advertising may be need not be considered, as the object of advertising is business bringing.

The unexpected increase in the sale of Warner's corsets during the past year, the hardest year the corset has had to stand for many years, combined with much increased advertising on the part of other corset makers, would seem to indicate that the style of advertising which does not appear to meet with Mr. Brett's approval has in it a few germs of business bringing.

It does not make any difference what Mr. Brett thinks or what I think.

The value of advertising is in the business it brings.

Many an advertisement which I didn't like proved to be very successful, and I presume that even Mr. Brett has criticised severely profitable advertisements.

It took me a good many years to learn to please the public, in preference to pleasing the individual taste of the advertiser.

The good advertising tree must be known by the fruit it bears, irrespective of the looks of the tree.

Sincerely yours, NATH'L C. FOWLER, JR.

# THE LITTLE RED SCHOOLHOUSE SNURBED.

ROM a recent issue of the Argonaut we clip the following:

"Among the voluminous dispatches coming from the Southern California Fiesta we note the following:

"Los Angeles, April 17.—To-morrow is children's day, which is to be inaugurated by a grand parade of the little ones from the public schools. In this connection has arisen the only bit of friction developed so far. There was an offer to introduce a banner, or float, or something of the little red schoolhouse. There was some objection made to it and the committee decided to bar it out. In the evening papers to-night a card is published signed by several councils of the A. P. A. calling upon citizens to forbid their children from taking part in the affair of to-morrow. What the effect will be upon what was expected to be one of the most beautiful demonstrations of the fiesta cannot be said, but whatever it may be, the feeling eagendered is very unfortunate at this time.

"What right had the committee to 'bar it out'? The 'little red schoolhouse' has come to be the symbol of the American public school. The picture of the 'little red schoolhouse,' with the American flag floating from its ridge pole, figures in hundreds of newspapers throughout the United States. So familiar has it become in the eyes of school children, school teachers and school trustees that it has resulted in the American flag flying from thousands of schoolhouses

where it never floated before. The increased demand for American flags, resulting from the number required by the schoolhouses, has largely increased the output of the bunting mills at Lowell, Mass.—the only place in the United States where bunting is manufactured. This is the state of the case throughout the entire Union, as we had supposed. But it would seem from this Los Angeles dispatch that we must except Southern California. Is that the one part of the United States where the 'little red schoolhouse,' with the American flag floating over it, is unwelcome? If that be so, we hope Southern California will succeed in her desire for State division, and that when she gets out of California she will get out of the Union, too."

A CORRESPONDENT, in a subsequent issue of the 'Argonaut, calls attention to the fact that the ''Little red schoolhouse" won its point after all. He says:

"'The little red schoolhouse' was nevertheless displayed in almost every procession, being perched on the handle-bar of a bicycle, which was propelled by an individual in 'Uncle Sam' attire, and so I trust that, in the event of State division, we may still be permitted to remain in the Union."

# THE BROOKLYN TROLLEY AGAIN.

A LONDON newspaper, a new arrival in the publishing field, in offering accident insurance to its subscribers, specifies that the same will hold good in any part of the world except the United States.

THE Runkel Bros.' cocoa sign, painted on the walls about town, is not altogether pleasing. The picture of a man and woman, life-size, sitting opposite to each other, with their elbows planted firmly on the table and their respective heads half buried in huge bowls of cocoa, is not exactly a cheerful or inspiring spectacle.

Advertisers of dainty food-articles should go a little slowly on the funny and grotesque business.

SUBSCRIBE for ART IN ADVERTISING, \$1 00 per year in advance.



# THINGS WELL DONE.



THE Atlantic is using a very handsome line of posters. Their design for May is one of the most striking things of the kind recently issued, and that of June, which we reproduce in miniature (and black and white), is a pleasing production printed in green.

Edward Harrington, Son & Co., of Philadelphia, send us their catalogue of machine tools and two or three small pamphlets. The Harrington catalogue is a compact little book of about 150 pages, handsomely printed and completely illustrated. A convenient size and substantially bound.

The White Bronze Monument Company, of Philadelphia, issue a neatly printed twelve-page pamphlet in behalf of their monuments. The make-up is attractive, and the small half-tone illustrations artistic—or as artistic as the subject will permit.

W. L. Olivier, bookseller and stationer, of Staunton, Va., sends us a sample of his newspaper advertising, which seems to be of a very good sort. There is no "display" in Mr. Olivier's advertisement, but it looks well and reads well, and our only suggestion would be that he should make a point of quoting prices rather more than he does in the specimen submitted.

The "Monetary Systems of the World" is the title of a timely little volume brought out by Mr. Maurice L. Muhleman, Deputy Assistant Treasurer of the United States at New York. "I have endeavored," says Mr. Muhleman, in calling our attention to the book, "to bring together data concerning the money of all the principal and most of the minor countries, giving special attention, however, to our own currency system." Owing to the present general interest in the money question this work should prove doubly interesting.

From the Purina Mills, St. Louis, Mo., we have a three-panel folder setting forth the virtues of "Purina Wheat" and the "Danforth Health Flour." The folder is neatly printed in red and olive and has a pretty cover design.

The "Bear Booklet" used by the advertisers of Pettijohn's Breakfast Food is attractive in everything except its reading matter. The story is too childish even for children, but the cover and the business matter are strong redeeming features.

Brown, Durrell & Co, of Boston, importers and manufacturers, and publishers of our able contemporary *The Trade Monthly*, call our attention to one of their recent half-page announcements in the *Dry Goods Chronicle*. It is a particularly good advertisement, showing cuts of almost every imaginable small article handled by the retail dry or fancy goods trade.

The Procter & Collier Co., of Cincinnati, issue a highly creditable pamphlet in the interest of their business (printing and advertising). This is a thoroughly readable book and cannot fail to interest advertisers—to whom it is addressed.

W. D. Allen & Co., Chicago, send us a copy of their most recent catalogue of "Belting, Rubber Goods, Asbestos Materials and Engineers' Supplies, etc." We are not personally interested in this particular line of goods nor posted as to their merits, but it strikes us that the Allen & Co. catalogue is as thoroughly complete in all its departments as it possibly could be. It is a book of about 200 pages and illustrated by two or three hundred cuts.



THE Interior Hardwood Company, of Indianapolis, has issued two new circulars (folder shape) and a 28-page pamphlet, which deserve much praise. Two of the front cover designs are printed in colors and are remarkably attractive in effect. The figures are well drawn and the coloring subdued in tone.

The pamphlet, which has reached its "fifth edition," is a convenient pocket size and contains a great variety of floor and border designs. In its general appearance and make-up it is

4,000,000

Fitted

Four million women are comfortable Four million women look well Four million women are wearing

Dr. Warner's Coraline Corsets

about right. The folders are printed in two colors and illustrated with half tones. Our sole criticism here would be that one of the folders displays, on its inner pages, too much irregularity as to setting and variety of types. The large letters and zig-zag lines have a tendency to "kill" the pictures, which against a quieter background would stand out much more effectively.

# A Leading Department

Of Every
Dry Goods
Store.



We can supply any store with its entire stock of Small Wares if so desired. Send for the May "Trade Monthly," which contains our Illustrated Catalogue.

Brown, Durrell & Co.

Kingston and Essex Sts., BOSTON.

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THE "Ad. Writers' Association," of Washington, D. C., gave a house warming on the evening of May 14, in its new club rooms in the Times Building. Judging from all accounts the meeting was a distinguished success, both in point of attendance and entertainment. The members of the association are Messrs. Isaac Gans, president; George W. Kent, vice-president; Frank Pierce, secretary; Gus. Nordlinger, treasurer; F. McC. Smith, William Scheffer, Thomas Wilkinson, George Lewis, S. M. Goldsmith and A. Kaufman.

# GOOD TIMES — GOOD ADVERTIS-ING.

YEAR or so ago and times were too hard. It wouldn't pay to advertise. There wasn't much to sell and little loose change to buy with. As for artificial inducements to buy, they availed nothing and, of course, involved needless, no-good expenditure. There was nothing in the market that people could afford to buy because of its cheapness. Price and purchasing power went down together. To advertise unsalable goods was simply to lose the owner that much money. And so on. That's the way they talked.

Since then, however, the country has turned over a new leaf. Consumers have made away with almost everything they could lay their hands on. Manufacturers are getting on their feet again. When the new administration was coming into power, assisted, it is no more than fair to say, by its outgoing predecessor, confidence was "skedaddling" out of the back door. It is now bravely marching in at the front and taking possession of the premises. Yet if we take pains to inquire we shall find that the very same people who then had the most and the worst to say about advertising as a snare and delusion, in which no trader with a grain of sense would permit himself to be caught, are the identical croakers who are now instructing the business community that advertising is quite as much a waste of money when times are easy as when they are hard. Business is business, they sententiously say. Where there's business to be done it will assert itself. Business men don't need to be told where to sell, nor purchasers have to be informed, by an advertising medium, where to buy.

But the Thens and the Nows are equally at fault. The universal fault-finder is an invariable misfit. It is not in the nature of the beast that he should be other than illogical on any question, and there is no question on which the average croaker is likely to be so unintelligently informed as that of advertising.

The fact of the matter is, that advertising, which in its judicious forms always pays well, be the times good or bad, never pays better than when, after a long period of commercial depression, new and profitable opportunities are presented for the investment of money; when the people throw off the pall of doubt and uncertainty they been so long wearing, and feel an assurance they have not felt in many months before, that the time is hereat last when a dollar spent.

Mr. Acton Burrows, managing director of the Western Publishing and Advertising Company, of Winnipeg, Manitoba, has closed a contract with the Canadian Pacific Railway Company under which he will, for a term of years, control all the advertising privileges on the company's whole system from St. John, N. B., to Vancouver, B. C., including all lines operated by the company, which comprise a mileage of over 7,000 miles, embracing over 1,100 stations. The contract includes the exclusive right to display advertisements in the stations, hotels and ticket agencies; and on the telegraph poles, fences and premises of the company. Mr. Burrows has also the privileges in regard to the distribution of advertising matter on trains.

THE name of the Æolian Company always suggests good advertising. A booklet recently issued by this house and entitled "A Royal Road to Music" is a marvel of daintiness and beautiful printing. The cover design in purple and gold is printed on a delicate mauve background. The same colors are used throughout the book with very striking effect. A portrait of Queen Victoria, in purple and gold, is used as a frontispiece. The letter-press is as good as the rest of the book.

"The Æolian Company" is the title and subject of another brochure, less elaborate than the first, but a very attractive bit of advertising. This is illustrated with numerous half-tone cuts, including portraits of some of our distinguished musicians and leaders. The cover design is in red and green on a gray background. Presswork by Fleming, Schiller & Carnrick.

To the list, already long, of ten-cent magazines can now be added the Cosmopolitan. It is also said that McClure is considering the same step.

# A LITTLE GOSSIP.

DITOR GRAY of the Interior began journalistic work something like forty years ago, writing MS. on a dry goods box in lieu of a desk. Since that time the witty Doctor has occupied some of the most prominent editorial chairs, but his early substitute for a desk has been adhered to in each instance as closely as propriety and respect for his

office environments would permit. In his den in the *Interior* office, where he has labored for over twenty years, stands a table that acts, when one writes on it, much like a sway-backed and weak-kneed horse under a heavy mount. Perhaps it has become intoxicated with the Doctor's jokes and can't stand soberly. However, this may be the reason and may not. The fact is that no one but Dr. Gray can write on it without the pencil going through some unreasonable and surprising acrobatic performance.





SPEAKING of Dr. Gray and the *Interior* reminds me of the enterprise which has lately been apparent in the ranks of the religious publishers, who are just waking up to the fact that to reach the masses a paper must be made interesting, and that a religious publication can still adhere to its doctrines and yet may contain sufficient items of general interest to make it popular. The *Outlook* and the *Interior* probably are the best examples of this policy and result—the former as a non-sectarian paper and the latter as a denominational organ (Presbyterian).

THERE are few journals, aside from some of the magazines, that can equal for illustrative and artistic excellence the special editions of the *Interior*. The best talent is engaged, not only for the regular departments of literature, but as well for the benefit of the advertising patrons who desire to use space sufficiently large to warrant the publishers in designing their advertisements free of charge. This is no small item when such talent costs at the rate of from \$10 to \$20 a day.

THE Outlook is just going to press with its annual Outing number, a production which for the quantity of delectable reading matter and high-grade advertising has no equal.

THE Interior has followed the Outlook each year with a Harvest Home edition, which last season outclassed everything in respect to artistic beauty and bulk of educational matter contained. Inasmuch as the Harvest Home issues have heretofore been devoted almost exclusively to educational affairs, it has been deemed advisable to change the name of the issue, which

is somewhat misleading as Harvest Home, to simply Educational number, the date of issue being August 15 for 1895.

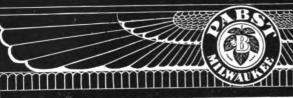
The services of Mr. J. C. Leyendecker, in the employ of J. Manz & Co, of Chicago, have again been retained to superintend the artistic arrangement of this edition. He will have the exclusive charge of this work for all the departments, and the advertising world expectantly waits to see if Mr. Leyendecker can surpass the superb result of his last year's effort in arranging the display.

DUCATIONAL institutions can adopt a no more inexpensive and surer method for reaching the progressive classes of America than by advertising in the high grade religious papers of the various denominations. Such periodicals are always first in the support of our institutions and are, in a certain sense, a part of them, devoting much space to their

interests, realizing that education alone is the keynote of the world's progress and salvation.

The question of the dignity of advertising keeps a large number of most excellent institutions from becoming generally known and appreciated, their directors not realizing the fact that a "candle under a bushel" gives no light.





EGYPT

# A PINT OF FOOD

Now a real Tonic is something to build you up, give you strength -not fictitious strength-but real strength. The world has lived on grains since the world began, and "bread is the staff of life." Bread is a support, but you can't lean on drugs and an empty stomach. A concentrated extract the very essence of that most invigorating grain, barley, with the soothing, gentle somnolent, and wholly beneficient extract of hops, forms a true Tonic,—one that is a food. alone gives real strength. Ours is this kind. Barley for the body; hops for the nerves-the mind. There is a substance to it; it is vivifying, life-producing, gives vim and bounce-it braces. It is not merely a temporary exciting agent, either-it cures. Pabst Malt Extract is a builder, -feeds blood, brain and bone. It will quiet the nerves, give sleep, drive out dyspepsia, and for a nursing mother it is salvation for herself and baby. Add The "Best" Tonic to your regular food daily-a pint bottle is quite enough-and you will be astounded at the results in two weeks.

# PABST MALT EXTRAGT

THE "BEST" TONIG

5 LITTLE BOOKS
SENT FREE
MENTION THIS PUBLICATION

Address Pabst=Milwaukee AMERICA

Observe the comparison between ancient and modern brewing shown on columns

THE HISTORY OF BREWING BEGINS WITH EGYPT

THE STAR AD. OF THE MONTH

# The Golden Rule



Will publish August 1 a special number devoted throughout to matters of education. It is an ideal number for school advertising.

102,000 copies. Rates very reasonable.

Write for special offer. :: ::

GEORGE W. COLEMAN Advertising Manager THE GOLDEN RULE CO. 646 Washington St., Boston, Mass.

# 15,000

(OUT OF PRINT.)

# FISH AND CAME PICTURES

There have been placed in my hands—FOR SALE—15,000 magnificent colored pictures—representing FISHING and SHOOT-ING SCENES.

Published to sell at \$3.50 each. I am authorized to dispose of them at

SEVENTY-FIVE CENTS per copy FOR THE LOT only.

A fine opportunity for some large Advertiser.

BOND, OF BOSTON—(16 Central St.)

# Mutual Reserve Fund Life Home office: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, President

"FOUNDED UPON A ROCK"

"And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

# THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 14 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,500 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. DIVIDEND SAVEDIN

"A bird in hand is worth two in the bush."

The Mutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of man-agement, has already saved its policyholders over forty million dollars in premiums.

MILLION **DOLLARS** SAVED IN

"A bird in hand is worth two in the bush."

MUTUAL RESERVE BUILDING

### 1881 THE ELOQUENCE OF RESULTS

1805

No. of POLICIES IN FORCE, over													08,000
Interest income, annually, exceeds													\$135,000
Bi-Monthly Income exceeds .													750,000
RESERVE Emergency Fund exceeds													3,860,000
Death Claims paid, over .	•												21,000,000
New Business received in 1894, over	7				•								81,000,000
INSURANCE IN FORCE exceeds												.30	00.000.000

# **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.



# Advertising Supplies.

COPYRIGHT 1895, BY A. T. BOND

# To the World of Advertisers:

The Signs, Show Cards, Lithographed and Embossed Work, Labels, and other "supplies" I furnish—besides being on a competitive-price basis—are always APPROPRIATE, and have an IDEA connected. It's NOT how much of your money I can get, but HOW WELL I CAN SERVE YOU.

BOND, OF BOSTON. (16 Central St.)

# BOSTON DAILY STANDARD A powerful tonic for tired advertisers. Cures business depression by influencing desirable trade. A healthy newspaper that has come to stay. Its readers have many needs—much money. CIRCULATION THIRD. IN BOSTON AND TAKE THIS TONIC NEW ENGLAND. REGULARLY.

IF . .

# **BILL-POSTING-**

Can be made a definite assurance of prominent position for every sheet posted—a certainty of continued maintenance during period contracted for—and if your paper is good

IT'S . . .

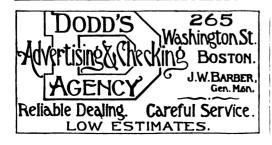
# VALUABLE ADVERTISING

If you're all right on the latter point you will be secure in the former two in dealing with . . . . . . . . . . . . .

The St. Louis Bill Posting Company
R. J. GUNNING, Prest.

516 WALNUT STREET ST. LOUIS, MO.

# WHEN IN DOUBT USE SCRIBNER'S





# T. C. EVANS

# Places Advertising for Schools and Colleges

(OTHER BUSINESS-OF COURSE)

45 MILK ST., BOSTON

# **Bringers**

# The Colton & Walsh

**NEWSPAPER** ADVERTISING **AGENCY** 

**HERALD** BUILDING

BOSTON, MASS.

WE ORIGINATE DESIGN AND PLACE

# **ADVERTISEMENTS**

For references as to our ABILITY and RELIABILITY we refer to our present clients, or to any newspaper in the United States, regarding our credit.

# usiness | IPPINCOTT'S

# **MONTHLY MAGAZINE**

A COMPLETE NOVEL. IN EVERY NUMBER



# J. B. LIPPINCOTT & CO.

Philadelphia, Pa.



MAKE SIGN PAINTING and BILL POSTING CON-TRACTS to COVER the ENTIRE PACIFIC COAST

Reference as to Sign Painting Price Baking Powder Co. - Chicago-Jos. Dixon Crucible Co. - Jersey City Helvetla Condensing Co. Highland, III. The W.H. Comstock Co. Horristown, N.Y. Bloch Bros. (fiail Pouch Tobacco) Centaur Co. (Castoria)
Pond's Extract Co. - B. Brandreth's Sons -Kerbs, Wertheim & Schifer -Bovril, Limited - - - -**Cudahy Packing Co** 

THEY say: "It will be all right if 'PLATO' does it." ARTHUR M. PLATO, 206 Sansome Street, San Francisco, Cal. '.5.—Secretary and Authorized Contractor of the Pacific Coast Bill Posters' Association

= THERE ARE OTHERS

# The Paid in Advance Circulation • THE MAYFLOWER

AR EXCEEDS that of any other Horticultural or Floral Magazine in this country or the world. The list of subscribers represents every county and nearly every post-office in the United States. Before the hard times the circulation ran over 300,000 copies. When circulation fell off the rates were lowered accordingly.

Business received through all general Advertising Agents or direct. Address

# THE MAYFLOWER

FLORAL PARK, L. I., N. Y.

GILES LEAHY, Advertising Manager

# ADVERTISE The Hearthstone

AND DRAW
PROFITABLE TRADE

Circulation, 600,000 every month.

Subscription price, 25c. per year.

Advertising rates moderate.

The Hearthstone Pays Advertisers....

Address, 22, 24 and 26 Reade St., NEW YORK

# DO YOU ADVERTISE?

Boston, May 21st, 1895.

One of the largest and oldest advertisers in Boston, business nearly a century old, now advertising extensively throughout the United States and Canada, said to the head of this agency to-day:

"Go on sawing wood; let your enemies do the talking; we know every Advertising Agent in the country; none of them can do us any good or you any harm. You are the most practical advertising man we have ever met, and we have paid you many thousands of dollars because you did for us what no other man we have met did or can do. You have given us new practical ideas, you know how to plan advertising and where to place advertisements better than any other agency in the country, and your low rates in many cases are a surprise to us; you can refer anyone to us."

The business methods of some of the large Advertising Agents seem queer to us; we do not care to adopt them. Our field is the world and we can live and make money at the rates we have, where others can make next to nothing.

# New England Advertising Agency

Frank Field Fowler, Manager and Treasurer. 13 SCHOOL ST., BOSTON.

(Late Manager Potter Drug and Chemical Corporation, "Cuticura")

fir. Powler began his advertising career flay 1st, 1855

# We Do It All

You come to us and say, "I've got so much money and want to spend it reaching such-and-such a class of people," and we do it all.

No need to pay Tom for writing your ad., Dick for illustrating it, and Harry for putting it in type; no need to rack your brain choosing mediums. We have the experience and facilities—including "Tom, Dick and Harry"—to do it all.

And we'do it all all right always.

# Lord & Thomas



Newspaper and Magazine Advertising

45 to 49 Randolph Street CHICAGO



The oldest publication of its class in America

DEVOTED TO HOME INTERESTS, and therefore reaching the class advertisers are after.

Circulation IOO,OOO Monthly

Write for rates to

F. T. BURDETT, Advertising Manager

258 Washington St.

Boston, Mass.

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# POPULAR MEDIUMS.

# MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 3,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

# Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 18,000 daily. One-ninth cent per line per thousand.

# Boston.

AMERICAN CITIZEN, Boston. Leading A. P. A. paper. 18,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

# ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

# MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 3,000. Largest, most enterprising, third richest county in America.

### COLORADO.—Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

# CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

# Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

# NEW YORK.—Albany.

A LBANY, N.Y., TIMES-UNION has more subscribers than all the other dailies combined.

# New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for Advertising Rates. MALLETT BROS., Pubs., B'dway & Chambers St., N.Y.

# PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION syndicate of 22 Church MAGAZINES. 35,000 copies into the homes of church members.

TABLE TALK, circulation 28,000. Best for Household

THE MEDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

# OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

PRINTING INKS—Best in the world. Carmines, 12½ cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application Address WILLIAM JOHNSTON, Manager Printer's Ink Press, 10 Spruce St., New York.

### Electrotypes

STEREOTYPE, Linotype and Electrotype metals; copper annodes; Zinc Plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

# Advertising Experts.

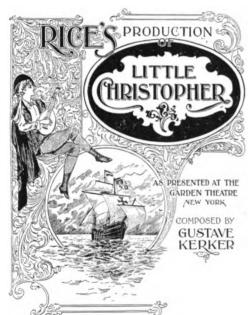
Advertise through Parvin's Advertising Agency, Cincinnati, O. Best papers at lowest prices.

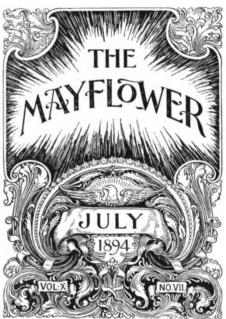
THE NEWS SERIES—the "Court Journals of American Health and Pleasure Resorts." Frank G. Barry, Publisher, Utica, N. Y.

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Reduced from 42-inch Street Car Sign





Specimens of My Work, Reduced from Original Covers

If you are in the market for sketches to illustrate your advertisement, or for purpose of printing in pamphlets or other matter used to bring your goods more prominently to the notice of the public, it is my business to originate ideas and to make such sketches as will attain this end. If you furnish me with information as to what special purpose you may use these sketches, I will name price and be pleased to give any other information necessary.

H. C. BROWN

80 Fifth Ave., New York

ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume IX., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

Address all communications to

ART IN ADVERTISING CO.

80 Fifth Avenue,

New York.



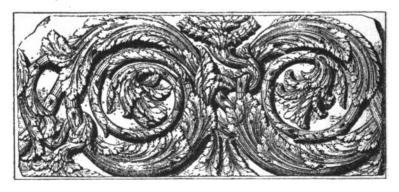
# The Winthrop Press

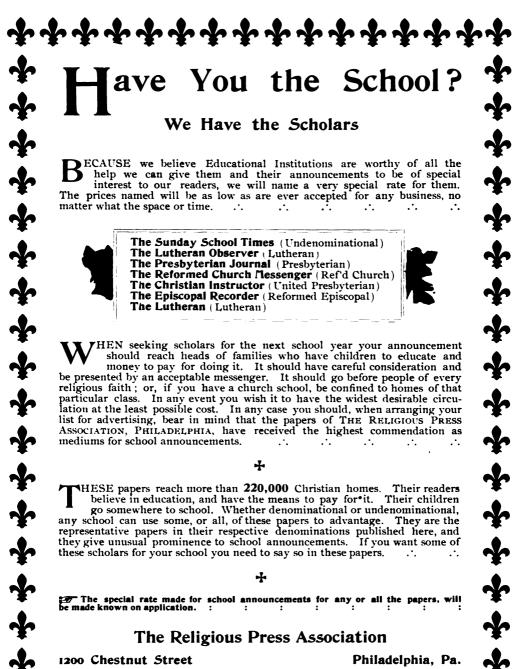




HE printing of Catalogues is a strong point with us—we believe that we can give the best work, the promptest service, and prices that will commend themselves.

We can have representative call on you, if desired; but our plant and working force being much superior to our oratory, we extend to you a cordial invitation to inspect our facilities for the prompt execution of general printing orders—plain or artistic, economical or with a view to results only. Fine work does not necessarily involve either long time or heavy charges—postage and distribution considered, the best printing is generally the cheapest. THE WINTHROP PRESS, 32 and 34 Lafayette Place, near 4th Street, New York





BECAUSE we believe Educational Institutions are worthy of all the help we can give them and their announcements to be of special interest to our readers, we will name a very special rate for them. The prices named will be as low as are ever accepted for any business, no matter what the space or time.



The Sunday School Times (Undenominational)

The Lutheran Observer (Lutheran)

The Presbyterian Journal (Presbyterian)

The Reformed Church Messenger (Ref'd Church)

The Christian Instructor (United Presbyterian)

The Episcopal Recorder (Reformed Episcopal)

The Lutheran (Lutheran)



7HEN seeking scholars for the next school year your announcement should reach heads of families who have children to educate and money to pay for doing it. It should have careful consideration and be presented by an acceptable messenger. It should go before people of every religious faith; or, if you have a church school, be confined to homes of that particular class. In any event you wish it to have the widest desirable circulation at the least possible cost. In any case you should, when arranging your list for advertising, bear in mind that the papers of THE RELIGIOUS PRESS ASSOCIATION, PHILADELPHIA, have received the highest commendation as mediums for school announcements. . .



HESE papers reach more than 220,000 Christian homes. Their readers believe in education, and have the means to pay for it. Their children go somewhere to school. Whether denominational or undenominational, any school can use some, or all, of these papers to advantage. They are the representative papers in their respective denominations published here, and they give unusual prominence to school announcements. If you want some of these scholars for your school you need to say so in these papers.



The special rate made for school announcements for any or all the papers, will be made known on application. : : : : : : : : :

### The Religious Press Association

1200 Chestnut Street

Philadelphia, Pa.



## DISPLAY FORCE

No other of the operative elements in advertising enters into the above, but it has produced a more profound impression upon certain huge populations probably than any display advertising that was ever done.

· All recent advertising proves the omnipotence of simon-pure display power.

No agency or influence exists which presents such

IMPRESSIVE EFFECTS as

### "THE GUNNING" SYSTEM throughout

Chicago

Chicago

St. Louis

Kansas
City
Omaha
Cincinnati
Louisville

St. Paul
Inneapolis

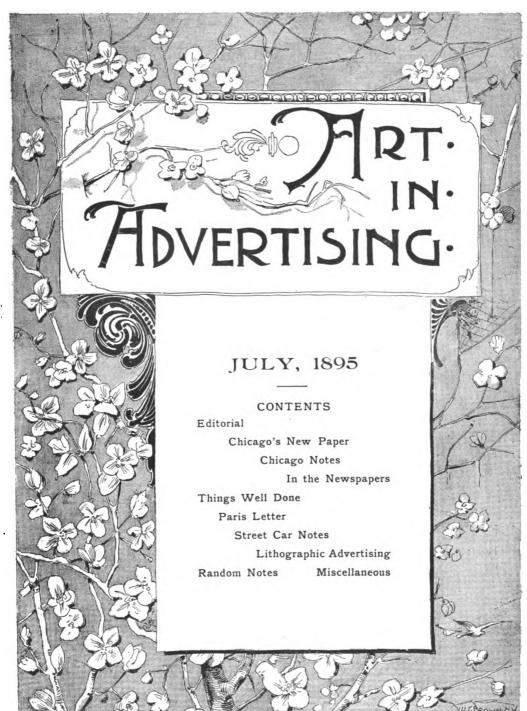
## THE R. J. GUNNING CO.

Executive Offices
CHICAGO

GENERAL CONTRACTORS IN PERMANENT OUTDOOR DISPLAY

THE WINTHROP PRESS, 82-34 LAFAYETTE PLACE, NEW YORK,

Digitized by Google



# Your Vacation!\_\_\_

## Where will you spend it?

When you return don't forget that wonderful and unparalleled success

# Comfort

That up-to-date monthly

## Comfort in Bright Colors

The only paper in the world printed and folded complete on a gigantic, up-to-date, quintuple lithographic color press.

The only monthly that ever attained a guaranteed circulation of one million and a quarter copies each and every issue.

Yes! the people's paper that has acquired a field distinctively its own; and with its motto of "Upward and Onward," Comfort's achievements form one line of continuous and startling successes.

#### Advertising Rates:

\$5.00 per line \$70.00 per inch \$2,750.00 per page If You
Put it in Comfort
It Pays

MOME OFFICE: AUGUSTA, MAINE. BOSTON: JOHN HANCOCK BUILDING. NEW YORK : TRIBUNE BUILDING.

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Entered at the Post Office at New York as second-class matter.

VOL. X.

JULY, 1895.

No. 5.

Published by The Art in Advertising Co.

156 Fifth Avenue, New York.

CHICAGO OFFICE, New York Life Building.

London Office, 45 Holborn Viaduct.

Brown, President.

E. L. Sylvester, Editor.

H. C. Brown, President. E. L. Sylvester, .

Copyright. All rights reserved.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

#### UP THE AVENUE.

N the corner of Fifth avenue and Twentieth street is perhaps the most chaste and beautiful building in New York. Needless to say it was designed especially for us. In due time we shall display on our stationery a cut of the same with a huge streamer bearing our name floating from the top. This is considered the proper thing by tenants who usually occupy one of the inside rooms next the freight elevator.

Our friends will be welcomed at the new address with the same enthusiasm as at the old. Even though we dwell in marble halls we shall ever remain the same dear delightful people you have always known.

The manifestations of silver heresy which for a time threatened the financial situation seem to be gradually dying away. It wouldn't be the Democratic party if it didn't have the germ of calamity somewhere about it. "Poor little creature!" exclaimed Uncle Allen to the mosquito that was buzzing about him. "There's room in this great world for both you

and me. . . But you shouldn't try to crowd me," he added a moment later as the insect alighted on his nose. And he crushed it remorselessly.

These be melancholy days for the Grand Old Party, as well. According to program the country should be headlong on its way to perdition under the new tariff. On the contrary, wages everywhere are being rapidly restored to the level of 1892, the price of iron, steel, corn, wheat and other great staples has rapidly risen, and the coming fall promises to inaugurate an era in business revival such as the country has rarely witnessed.

THERE is more business stirring this summer than is usual for the dullest season of the year. Advertising is again beginning to excite interest and attention. Returns are more rapid and decidedly more tangible. The only really unhappy people are the bicycle folks, who voluntarily reduced the price of wheels at the beginning of the season from \$125 to \$100, and have never been within gunshot of their orders since.

SPEAKING of bicycles calls attention to what is more specifically a triumph of advertising than almost any other instance we could cite. In the face of stubborn prejudice, the cogent, persuasive a guing of the wheel makers, year after year, has gradually enlightened public opinion and conquered opposition. Perhaps the most striking result is the complete surrender of women. The average woman reaches a conclu-

sion as the average river seeks the sea. There are many devious turnings, countless willful windings and innumerable exasperating delays. But the influence of advertising is like the gentle slope of the river bed. It bears on its victim slowly, yet resistlessly. It is pitiless in its relentlessness.

In the case of women the bicycle makers had certainly everything to contend with. Fashion and society for a long time remained obdurate. But the seductive pictures, the charming outdoor views presented in many of their pictures, and last, but not least, the introduction of a garment that was picturesque and practical, finally won the day. It was a long and expensive campaign of education, but the success of to-day far surpasses the wildest hopes of yesterday, and the result is one more victory for the press and advertising.

THAT the knack of interesting women in advertising is a distinct gift is doubtless, by this time, pretty thoroughly demonstrated. years it was accepted as a settled fact that the Philadelphia style of dry goods advertising would never go in New York. The atmosphere was different, the temperament of the people was different and the local surroundings were different, it was claimed. But despite all precedent and in the face of all past experience, the women of New York suddenly wheel about and take to the Quaker style with an avidity that is simply incomprehensible. About the only thing that cannot be understood on this earth is woman herself. And yet she is worth studying from a business point of view. The women of New York have unsettled a good many advertising theories in the past and probably will a good many more in the future.

WHATEVER it is in this chatty style that fascinates the average woman we do not quite understand, for no two women that we have talked with are apparently agreed upon the same thing. Some of the work produces on our mind the pleasing effect that a good piece of well constructed and cleverly written English always does. Again, we are conscious of a certain

amount of familiarity which we would rather see omitted.

At another time the grand stand plays with the language, excites our amused interest, as for instance when Mr. Gillam refers to "hurt books," meaning shop-worn, soiled or otherwise slightly damaged books.

THE mind of woman is past finding out. There seems no general rule by which any accurate policy may be successfully carried out in the attempt to reach her pocketbook. A very large and eminently respectable portion of our womenkind are wholly indifferent to advertising, but yet a recommendation by word of mouth piques their latent curiosity and arouses the desire to investigate. With another class an advertisement is regarded in its proper light. It is at once realized that many a good thing would die for want of patronage were not its merits made known through the public prints. A decided service could be rendered by the publishers, throughout the land, who would occasionally print an article on the uses of advertising. It ought not to be a puff for their own countingroom, nor yet a sop to advertisers. should be written from the standpoint of the up-to-date woman who is unfettered by the traditions of the past and who seeks to add to her knowledge of the newest things that conduce to the comfort and happiness of the household.

Such an article ought to recognize that there is a large and intelligent class who by force of habit exclaim: "Oh! that's only an advertisement." On such a mind no impression is made. And yet the same person responds at once to the suggestion of a friend on the same topic. Years of constant reiteration of this sentiment produce after awhile a blasé attitude that is hard to overcome. If the article went on to say that one result of this course was to postpone for a long time the adoption of many new and valuable ideas we think the result would be that many women who now pass an advertisement by would read it in a totally different spirit. It would undoubtedly help the publisher, for it would help the advertiser and the space could not, we think, be more profitably employed.

#### CHICAGO'S NEW PAPER.

HICAGO'S new Democratic daily, the Chronicle, has made its appearance and with every chance of success. Its reason for existence arises from the fact that the purchase of the Times-Herald by Mr. Kohlsaat deprived the Democrats of their only organ in Chicago.

The new venture is fortunate in finding two such veteran journalists as Mr. Martin J. Russell and Horatio W. Seymour to undertake the establishment of the new aspirant for journalist honors and emolument. Both these gentlemen did much to launch the Herald on its successful career, the one as its editor-in-chief for many years and the other as editorial writer, and later as managing editor. With the change in politics of the Herald their sphere of usefulness on that paper ceased to a great extent. There are numerous instances of Democratic papers being edited by Republicans and vice versa. But in newspaperdom, as in everything else, consistency carries weight and no party journal can hope to succeed under hybrid editorial management

Mr. Russell is now Collector of the Port, and, to a certain extent, the new paper may be regarded as an administration organ. We quote from an article in the Review of Reviews the following additional facts regarding the new venture:

Martin J. Russell is a man of middle age; he was born and bred in Chicago, growing up with the city and knowing well its history and the history of its notable citizens. He has mingled in the activities of politics as far as it is wise for an active journalist to join in them, and has held offices of honor and of emolument. His life since the close of the war-in which he served under the Stars and Stripes-has been spent wholly in journalistic work. Under Wilbur F. Storey, in the palmy days of the Times, he ran the newspaper gamut from reporter to chief editorial writer. Joining the staff of the Herald in the days of its youth, he became editor-inchief and a heavy stockholder. If James W. Scott is to be credited with much of the business prosperity of that paper, Martin J. Russell deserves credit for fixing its political character and impressing upon it the principles of Democracy. An unusually fluent writer, with a nice



MARTIN J. RUSSELL.

and ready humor and a widge range of felicitous allusion, Mr. Russell is a model editor-in-chief. No editorial page over which he presides can be dull, no newspaper the political course of which he directs can go awry. He is the principal owner of the *Chronicle* and will devote to it the very considerable leisure which remains to him after discharging his duties as collector of Uncle Sam's revenues at the port of Chicago.

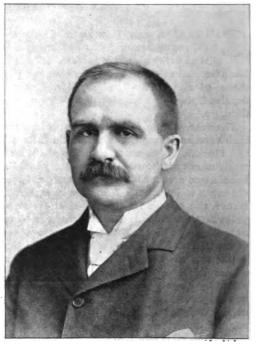
It is a felicitous feature of the organization of the Chronicle that the two men upon whose efforts its success will chiefly depend had served together for years before and together built up the Chicago Herald from a little four-page paper to the great metropolitan journal of its later days. Horatio W. Seymour, publisher and part owner of the Chronicle, is a veteran in Chicago journalism. In 1875 he joined the Chicago Times staff, serving that paper as telegraph editor and as night editor until 1883, when he went to the Herald as editorial writer. Of the

development of the Herald he was a spectator and in the work of advancing it he joined. Though an unusually logical and forceful editorial writer, he abandoned that work in 1887 for the managing editorship, which post he held until the consolidation of the Times and the Herald in the early days of 1895. For years Mr. Seymour has been regarded as the leader in his profession in Chicago. His judgment of news is unerring, his search for it unwearying, and his fertility of resource when obstacles are encountered boundless. No managing editor has had more enthusiastic followers among his staff than he, and the loyalty of his subordinates, springing doubtless from the consideration he shows them, has been one of the prime sources of his strength. Bred to the printer's case, he is an adept in the mechanical side of newspaper management. Much of the typographical neatness which made the Herald in its younger days famous was due to his painstaking care, and there is every reason to believe that the same high standard of typographical excellence will be maintained in the Chronicle, which starts out with a plant capable of producing the very best mechanical effects.

The Chronicle is to be an eight or ten-page one-cent daily paper; Sundays, five cents, and of size commensurate with that of the other papers. Under ordinary circumstances the success of a new paper in Chicago might be held doubtful, but the singular situation of Chicago with over one hundred thousand Democratic voters and no Democratic paper seems to assure that there is a want, great if not long felt, for the Chronicle to fill.

THERE isn't a newspaper man in this country so well equipped for blowing his own horn as ex-Congressman Coun of the Washington Times, who is also proprietor of the big cornet and brass instrument factory at Elkhart, Ind.

It was Mr. Coun, unless we are mistaken, who recently undertook to unite in the holy bonds of matrimony the colored people of Washington who were suffering imprisonment, or the risk of imprisonment, under the Edmunds Law. Mr. Coun gave the use of a large room in the Times Building, engaged a colored minister to perform the rites and announced that he was ready for



HORATIO W. SEYMOUR.

business. As a result a great many colored couples, including a few "uncles" and "aunties" of war times, took advantage of the occasion to set themselves right with the law and society. On one morning the rush for matrimony was so heavy that the applicants were ranged down the room—Virginia-reel fashion—and married, all at one fell swoop. As an advertisement, pure and simple, Mr. Coun achieved a great success, but we will do the gentleman the justice of believing that his kindly act was prompted also by good-heartedness.

THE Michigan Stove Company is on deck again—or to be more accurate, is still on deck, for it is never anywhere else—with a new 12-page pamphlet in behalf of its Oak-Garland stoves. The printing is in black, red and green. The illustration, half-tone.

MAST, CROWELL & KIRKPATRICK issue a small note book in the interest of their publications.

#### CHICAGO NOTES.

THE new paper, the *Chronicle*, is rapidly making a place for itself, and I understand its circulation is increasing daily. So far it has not a great show of advertising in its columns, but that will come later.

MR. FIN DE SIÈCLE WILL H. BRADLEY, whom I mentioned in a former letter as having gone to New York and as doing work for Bartlett & Co., was in Chicago a short time ago for a visit. It seems he got so much work in New York that he had to give up Bartlett's work (or so I have heard), and while here had to decline a good deal of work offered at his old prices. The *Inland Printer*, for whom he made a series of cover designs some time ago, has lately published them in reduced form as a small brochure, which is for sale at the book stores.

BULLETIN board and sign advertising, like everything else, is picking up again in good shape; and I notice a number of new pictures and names on these boards that hide so many of our "deserted" lots. One of the most striking is of Page's Liquid Glue, which I reproduce.

Painted in bright colors on a large size Gunning bulletin board it is very conspicuous.

J. L. STACK has lately taken another nice "hunky" contract, this time from the Enameline people. I understand they will spend a very large appropriation on the newspapers this year, and the eastern agents are tearing their hair.

ALTHOUGH he has swallowed a good many golden contracts lately, this came too suddenly even for the hustling Stack; so, paying a flying visit to Chicago en route, he went off to his summer resort, St. Paul, there to recuperate for another descent upon the wily advertiser.

THE Stack agency was started originally some ten years ago under the name of J. L. Stack & Co. They incorporated in 1893 as The J. L. Stack Company, but a change was made last week by which Mr. Elmer H. Dearth, as representative and son-in-law of the Hon. Michael J. Doran, the millionaire banker of St. Paul, bought out J. L. Stack's interest and became principal stockholder in the company. The



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name of the agency has been changed to the Elmer Dearth Agency, with Mr. T. P. Roberts as vice-president and Mr. F. W. Davis as secretary and treasurer, Mr. J. L. Stack remaining with the new agency as manager.

MR. DEARTH has been connected with the company ever since its incorporation, as secretary and treasurer. By the change the company acquires control of a large capital, which will enable it easily to swing the many contracts it has been taking lately and hustle around for more.

LORD & THOMAS have taken a nice contract from the Anheuser-Busch Brewing Association, the St. Louis brewers, which they are now running. This gives us two big brewers in the field doing general advertising, the two biggest in the world, and each claiming supremacy over the other.

THE Pabst advertising placed by the western office of J. Walter Thompson has attracted a good deal of attention by its Egyptian border designs, which are extremely striking and original, but the matter as a rule is uninteresting and not very effective. I reproduce from the series one of the handsomest of the small ones.

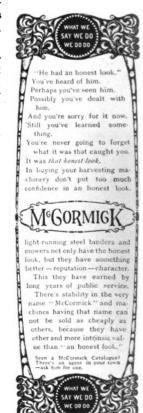
I ALSO reproduce one of the Anheuser-Busch advertisements, which is very attractive.

NOTHING especially new in newspaper advertising lately, and I suppose nothing likely to be for the next few months. Simon's Liver Regu-

lator is running teninch advertisements in some of the papers.

THE L H. PREN-TICE COMPANY, local heating contractors, are placing a line of advertising in the Chicago dailies through J. Walter Thompson, of which I reproduce a sam-This is a departure from the usual way of soliciting work exclusively by personal canvass and is bringing in good returns.

THE Times-Herald is offering ten \$100 bicycles and forty \$5 gold pieces for the solution of a series of puzzle pictures of living authors. The Inter-Ocean is offering a \$900 lot, several bicycles, mandolins, and other property,



for the guesser of the maximum and minimum temperature in Chicago on July 11th. Coupons must be presented by all contestants.

An imitation \$10 Confederate bill is going around printed on one side with an advertisement. It might be a better medium if it were better done, but I notice it is kept by a good many people as a curiosity.

PASKOLA had another booklet out a week or so ago in Chicago, but they are not using any space in the papers.

Now that cycling has taken such a firm hold on the people the cycling papers are coming into more prominence. The Referee lately did a neat piece of hustling on the occasion of the Chicago Road Race on Decoration Day. The race was finished at II A. M. and the judges completed their lists of finishers with their times by about

3.30 P. M. The next morning *The Referee* was out before daybreak with full details, seven or eight half tone views of the start and finish, and half tone pictures of the winners.

I HAVE been looking over some of the advertisements of the McCormick Harvesting Machine Company, done by G. B. Adams. They are very good, original, progressive and interesting. Mr. Adams is the man who invented their catch phrase "What We Say We Do We Do Do," one of the best I have seen yet. I show some of their advertisements which they use in the newspapers and also furnish to dealers.

A CERTAIN Mr. A. H. Baker, I notice, has a letter in last month's issue in which he says that a Mr. Wheatley, of Chicago, is a ——— or worse. Sorry if the Mr. Baker judges me by himself; but notwithstanding his remarks I never saw the Norcross advertising, nor heard of it,

Out

of Malt and Hops

Comes the greatest grain

Strength.

ANHEUSER-BUSCH'S



is a highly concentrated liquid extract of malt and hops. Nutritious and strengthening. An unequaled, palatable table tonic.

To be had of Druggists.

Prepared by

Anheuser-Busch Brewing Ass'n., St. Louis, U. S. A.

Send for handsomely illustrated colored booklets and other reading matter.

nor saw or heard of the Philadelphia or other similar advertising he speaks of, and the phrase I used "Get it at Cutler's," was devised by me without assistance, mind-reading, telepathy, or even the aid of Mr. Baker.

HERE is an interesting extract from an article in the Review of Reviews on the Chicago press:

"Mr. Bryce's criticism upon the dreadful monotony of American life might be repeated in little with reference to Chicago newspapers. It is indeed the criticism always first expressed upon them by observant journalists from other cities. All seem to be built upon the same model. Their makers assert with justifiable pride that they are the handsomest newspapers in the world, but their beauty is obtained at the expense of individuality. Yet the shrewdest observers of the Chicago field are unanimous in the assertion that the utmost attention to typographical excellence is a prerequisite to success, and that the cheap paper and tasteless typography of one or two of New York's successful dailies would be fatal to a new paper's chances of success in Chicago.

"If the Chicago newspapers be accepted as fairly representative of what the people of Chicago want it must be inferred that there is among the reading people of that city a vastly less avid appetite for sensationalism than is to be found among the patrons of the newspapers of the metropolis. Editors in the Western city doubtless are as eager to discover what their subscribers want and as ready to give it them as are any newspaper makers in the world. It must be, then, because the Chicago public either does not demand or distinctly disapproves of it that the wilder essays in sensationalism, the more risky invasions of prurient fields, not uncommon in New York journalism, are avoided in Chicago. For example, no Chicago daily, in late years at any rate, would think of sending a young woman to don the clothing of a fireman and live in a fire-engine house for a week, or to send another 'lady of the staff' to take the gold cure or to try a boxing bout with a famous pugilist-all feats in journalism of which a great New York daily makes proud boast in its annual review of its triumphs. Nor are the Chicago newspapers guilty of such heinous invasions of the privacy of citizens as have occasionally won for one or another of the metropolitan newspapers the applause of the multitude and the contempt of the right-minded.

"The cleanliness of the Chicago dailies is perhaps their most admirable characteristic. An instant immediately in point is that of the report of the Breckinridge trial. The Associated Press report—itself a model of clean and judicious editing—was cut and still further purged of salaciousness in every Chicago newspaper office before publication. A New York paper, on the contrary, made a 'hit' by having a special report of the trial, more full, particularly in the prurient passages, than that sent out by either press associations. Such a publication in any morning daily of Chicago would have been disastrous. Experiments occasionally made in imitation of Eastern dailies, either in the direction of ultra-sensationalism in news matter or suggestiveness in illustrations, have almost invariably resulted in loss to the newspaper essaying them.

"The newspapers of Chicago, then, are excellent in that they are well printed, cleanly edited, and dignified."

And yet there is no paper in New York or anywhere else exactly like the Chicago Dispatch.

THE July number of the Cosmopolitan being the first number under the new price-10 cents-has made its appearance and presents an unusually attractive array of summer reading. Walker's publication differs radically in its contents from the other magazines of this class in so much as its matter is of a more decidedly literary character. It will be interesting to note the result of the experiment, for it cannot be denied that many things in the future magazine field will largely depend on its success or failure. One reason, undoubtedly, for the success of the cheap magazine heretofore has been that its contents are carefully arranged for the new constituency; nothing of a severely classical or literary style has been permitted to stalk around in their midst, so to speak, and the text has been cleverly emulsified before being offered for digestion. Now the ten-cent field is invaded by a more scholarly and thoughtful periodical. If the theory of evolution holds good, the taste of the people must constantly demand better and more artistic work. The newspaper standard of literature, which to a great extent is the standard of the bulk of our people, will gradually become improved till it feels as if, eventually, it might claim a bowing acquaintance with the Century.

A certain amount of missionary work has had to be done by the ten-centers in this direction. Progress and improvement is the word, and those who are now in it must keep constantly elevating their future numbers.

THE Evening Mail, of this city, was purchased to-day by Mr. Georg G. Booth, son-in-law of James E. Scripps, the millionaire newspaper man of Detroit. Mr. Booth has for some time back been manager of the Detroit Evening News and the Detroit Tribune, and part owner of the Grand Rapids Evening Press. He is well known as a successful man in the newspaper business. He will direct the entire policy of the Chicago Mail. He has appointed Mr. W. H. Turner, a young newspaper man, to manage both the Chicago Mail and the Grand Rapids Evening Press, from Chicago. Mr. Booth will continue to reside in Detroit.

#### IN THE NEWSPAPERS.

THE newspaper advertisements of our leading retail dealers are, for the most part, models of careful construction and typographical neatness. There is little to be said of them in the way of unfavorable criticism.

The plan of adopting a particular style of type and arrangement seems to be very general, and it is an easy matter to identify an advertisement without seeing the name of the firm.

There are no announcements in the New York papers which possess more individuality than those of Hilton & Hughes. Mr. Gillam's style of make-up is one of the very best, and, undoubtedly, the most all-around attractive to the eye of the average woman.

B. Altman & Co. have also a style of their own, which, if less distinctive than that of Hilton

& Hughes, is always, unmistakably, "Altman's Ad." This house rarely quotes more than one or two articles in a single announcement, though it frequently has several announcements occupying space in different columns of the same paper.

This is also Stern's method. The latter establishment has a weakness for open-faced type, the use of which, with their large sized price-figures, gives them a sufficient individuality.

The advertisements of E. A. Morrison & Son are, to my mind, models of all-around excellence. They are direct and simple in construction and give us a tempting column of figures, which is bound to be an attraction in any advertisement. There is something in this make-up that strikes me very favorably. The Deutsch advertisements

#### Advertisements.

#### Advertisements.

## WHAT STICKY, STUFFY WEATHER!

Just the time when you long for clothing coolness and comfort—and lack the nerve to go for it. We've made the choosing as easy as eating ice cream—almost as pleasant—almost as cheap.

#### **COTTON GOODS REMNANTS**

Two thousand yards.

Lawns, Ginghams, Prints, Plisses, Crepes, Percales.

In lengths of 2 to 7½ yds.

Less than half prices.

3 to 121/2 c. yd.

Some less than quarter prices—for instance, goods that have been 45, 50, 65c., may go at 12½c.

Fourth Avenue.

#### SILK REMNANTS

Three lots—half to third prices.

At 18c. yd.—Wash Silks, printed Pongee Crepons, etc., odds and ends of 35 to 68c. goods.

At 48c. yd.—Printed and striped Taffetas,
Jacquard Pongees, printed Crepons—all
and ends of the fancy silk

#### RIBBONS, LACES, ETC.

RIBBON REMNANTS. Two lots heaped up by our great selling. If the length is right the price is. 15, 25c.

LACE REMNANTS. A great gathering.
All sorts. Startling reductions. Find
your style and you almost find the Lace,

DOT SWISS RÉMNANTS. More than 300 short pieces that must go to make room for full lengths. About half. All sorts of dots.

EMBROIDERY REMNANTS. None less than 4½ yds. All finely stitched on firm cloth, made for wear, firm edges. Not to be compared with the stuff that is on so many of the cheap ready-made garments. 5, 11, and 17c. the yd.—for goods worth up to triple.

Broadway and Tenth Street.

#### MILLINERY—FLOWERS

Think of best quality pearl braid white Sailors at 28c.

Or French Roses, 9c the bunch of three.

19c.: Foliage, roses,
daisies.

FROM A HILTON & HUGHES AD.

## Men's Furnishings

English Natte Silk
Reversible
Four-in-Hand
and
Knot Scarfs

at  $63^{c}$ 

Choice assortments of

Pajamas and Negligee Shirts

and a special offering of

Scotch Madras Pajamas

at 1.95

Real value \$2.75.

## Mermaid Bathing Suite

Navy Flannel & White Braid,

\$1.98

were \$4.

Imported Shirt Waists
Assorted Styles, White Collars & Cuffs,

\$1.98

were \$3.75.

Fancy Silk Bodices,

For Dinner & Evening Wear,

\$19

were \$50.

Silk Crepon Skirts,

Black and colors, silk-lined,

**\$17.98** 

were \$38.

Great Values in Dry Goods-Prior to Stock Taking.

#### SILKS.

On four specially assigned tables.

No. 1. At 25 cents a yard: Striped and Figured Indias and Fancy Pongees.

No. 2. At 35 cents a yard: Summer Silks; Fancy Surahs; Bengalines and 27 inch Figured Indias.

No. 3. At 50 cents a yard: Black Figured India Silk; Colored Failles; Fancy Taffetas, etc.

No. 4. At 60 cents a yard:

#### PARASOLS.

24 inch Blue and Black Gloria, at 95 cents each.

Fancy Parasols, \$5 cents, \$5 cents, \$1,50, \$1.95 and \$2.50 each; former prices \$1.50 to \$5.50.

#### MUSLIN UNDERWEAR.

Lot 1. Cambric Night Gowns, \$1.00 each; reduced to 75 cents.

Lot 2. Cambric Night Gowns, \$1.75 each; reduced

McCREERY & CO.'S STYLE.

# B. Altman&Co.

HAVE MARKED BALANCE FINE IMPORTED

# Cotton Dress Fabrics, AT PRICES TO CLOSE.

Also, on Tuesday, 7.000 yards

Scotch Ginghams
at 14<sup>c.</sup> yard.

18th St., 19th St. and 6th Ave.

are well arranged, and so, too, are those of the Hodgman Rubber Co. The latter would be improved by the occasional display of the dollar sign. The class of custom which is impervious to the persuasive influence of the dollar sign is comparatively small. The J. J. Dobson advertisement used in this article is striking because of the giraffe; the matter is less interesting, for the simple reason that it doesn't tell us anything we want to know. It is too general. The public isn't looking for a carpet house so much as it is looking for some inducement in the way of

prices. Quote the price on one article and it will bring to your store a crowd which would never be attracted by generalities.

THE advertisements of James McCreery & Son are peculiar in their setting and always easily read.

The firm of Arnold & Constable, Broadway, is one of the most conservative in the city. It does so little newspaper advertising that few people, perhaps, can remember having seen one of its announcements; those which I have noticed have usually occupied indifferent positions and given no indication of having received any particular care in their composition.

- "Ladies' Muslin Underwear,"
- "Ladies' Bathing Suits"

# E. A. Morrison & Son

Midsummer Clearance Sale of

LADIES' FRENCH

## Muslin Underwear.

Big Cut in Prices.

GOWNS, Reduced from \$4 & \$6 to	1.65
GOWNS, Reduced from \$10 & \$12 to	4.95
GOWNS, Reduced from \$20 & \$22 to	6.95
SKIRTS, Reduced from \$9.00 to	<i>3.95</i>
CKIDTS	<b>=</b> 05



—is an example of an Arnold & Constable advertisement; it isn't a "sale"; there are no prices given—no inducement offered in the way of quality—nothing except that Arnold & Constable have a stock of muslin underwear and bathing suits. There is something in the tone of an advertisement of this kind which reminds us of the forced prayer or apology of a naughty

little boy. It is a concession, reluctantly made, to the exigencies of the hour.

It is inevitable, however, that the fierce present-day competition must sooner or later force even the most conservative houses into the advertising field, and we imagine that when Arnold & Constable do begin to advertise their announcements will bear the marks of superiority and thoroughness.

#### GOOD THINGS—BELATED.

A T the eleventh hour we have received from the New England Monument Company (New York) its handsome booklet "About Memorials." While the subject is one which we can hardly call attractive the company is to be commended for the good taste and careful handling shown in the make-up of this brochure. It is profusely illustrated in half-tone reproductions.

F. MIDDLETON & Co., importers of teas and coffees (Phila.), call our attention to their new illustrated list of articles given to all purchasers of their package goods. This seems to be a very complete catalogue and is very carefully printed in 12 x 19 folder shape.

# WHEN. TRAVELLING

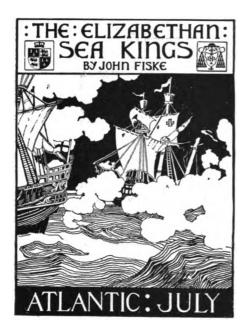
You'll need — Mackintoshes, Steamer Caps, Lap Robes, and many other such articles.

# DESTINATION REACHED

You'll need—Rubber Pillows, Cushions, Silk and Rubber Toilet Cases, Portable Rubber Bath Tubs, etc.

These goods at the lowest price and best quality can be purchased at the stores of the

### HODGMAN RUBBER COMPANY, BROADWAY, 121 WEST 28D ST.



THE July magazines are at hand and for the height of the dull season show a remarkably good assortment of business. The Cleveland Baking Powder Company occupies a full page with excellent results. The Gorham people are also in line with a timely page of souvenirs appropriate to the sporting season now at hand. The importance of making the announcement in keeping with the time is fully appreciated by the Gorhams, and in this respect we think the general advertiser might take a hint to advantage. We have repeatedly emphasized the value of such a course in advertising, but it will not come amiss to say it again. We frequently note the appearance of a summer ad. in winter and a winter ad. in summer. The country is wide, and possibly the misplaced ad. in Alaska may fit in Florida. But that is a scattering way of doing business and is not calculated to bring the balance out on the right side.

THE rapidly increasing list of ten cent magazines proves anew that all the fools are not dead yet by any means. It sometimes seems that all of them are determined to get into the publishing business before that interesting event. The panacea for all the ills of circulation at present

seems to be the nimble dime. Some of them would be like the brewer who could not understand why his beer was so poor. "Put some hops in it," said one of his friends. "By gracious," said the brewer, wiping his brow, "I never thought of that." In a country where the gasfitter predominates to such an extent that only one-sixteenth of the books printed are of American make, it may not be amiss to suggest that Trilby and such would be a good remedy for poor circulation. And yet, strange though it may seem, good interesting matter will sell a magazine after all. We are aware that in the day of the Hoboken Photograph Company such a suggestion inclines to rashness, but we hazard the venture just the same.

The value of such a story as Trilby, for instance, to a publisher cannot be overestimated. Not so much in an artistic sense as in a commercial one. For not only does the circulation go up, but the effect is at once discernible in the advertising pages. The splendid showing of Harper's at present is a direct result of such a happy circumstance, and the boom comes in a natural and legitimate manner. There is a large sign out just now in all the publishing offices which reads:

## WANTED. ANOTHER TRILBY. Price No Object.

But the beautiful gamble of the publishing business makes it delightfully uncertain whether Du Maurier will be his own successor or not.

At the risk of starting a fresh avalanche of ten-centers, we will remark, in closing, that Mr. Munsey is reported as having declined a half million for his property. It will afford us pleasure to record the same cheering intelligence for the rest of his esteemed contemporaries.

THE Convention Number, dated July 11, will be an edition of 150,000, and is a fifty-eight page paper containing 120 columns of advertising. A paper of this size, with four columns to the page thirteen inches long, gives, I think, the largest amount of reading matter and the largest amount of advertising per inch measure ever



COVER DESIGN BY NEW ENGLAND MONUMENT COMPANY.

Digitized by Google



presented in a single issue of a weekly periodical, except, of course, the weekly newspapers.

Nearly six weeks previous to the date of issue every line of advertising space had been sold. and the forms were closed a month earlier than usual. This issue is a full 50 per cent. larger in amount of advertising and reading matter than the biggest issue we ever put out, which was forty pages last November. Considering that this issue is brought out in midsummer, it speaks pretty well for the Golden Rule as an advertising medium. We think, too, the advertising columns of this issue will show a wider variety of advertisers than is often presented in any single issue of a paper. It will contain ten full page advertisements. This means something when you realize that our pages measure 740 lines and that our price is 50 cents a line. There are enough half and quarter page advertisements to make twelve pages.

The marked feature of the number is that it does not look to contain so much advertising on account of the way the reading matter is distributed through it. There is not an advertisement in the paper that is not either on a page with

reading matter or opposite to a page containing reading matter.

It is significant to note also that a very large part of the advertising space in this issue is taken by those who have patronized the *Golden* Rule regularly for several years.

The special value of this number lies in the fact that every delegate is presented with a copy officially the same time as he receives the official program of the convention, which contains no advertising.

The two issues following this Convention Number will be remarkable because of the strong convention reports which they will contain and which will be profusely illustrated. These reports will be read by multitudes of persons who do not ordinarily take the paper.

On the 5th of next July Mr. L. A. Sandlass will have completed twenty-five years' service with the Chas. A. Vogeler Co. He went there as a country boy at thirteen to run errands; the style of the house was then A. Vogeler & Co. They dealt in druggists' sundries. A short time after he entered their employ they started the manufacture of proprietary medicines. business grew so fast that they separated it from their drug trade, and Sandlass among a few others was selected from the drug clerks to assist in the new venture. He made his way step by step to his present position, and he is one of the best informed men in the control of newspaper advertising in this country to-day. Mr. Sandlass is frequently in New York, where he has a host of friends.

MESSRS. C. H. GUILD & Co. advertising agents, have taken all the space which adjoined them on the second floor of the building at 252 Washington street, and now occupy all the offices from the front to the rear. They have taken down all the partitions and fitted up in a most attractive manner, making the room one of the most convenient and systematically arranged establishments of the kind in Boston. The business of this firm has steadily increased from its organization and now it is placing contracts for some of the largest advertisers in the country. Mr. Guild is a particularly energetic and efficient business man. He is untiring in his desire to faithfully and effectively serve his clients, and

the beneficial results which advertisers have received from patronizing his agency have been a most important factor in the large increase in business. Old customers have increased their orders with him and new ones are being added to the list every day.—The Beacon, Boston.

It is a singular coincidence that nearly all the advertisements for missing relatives come from addresses unmistakably Irish, and they are usually from persons in another remote part of the world. John Garrett, Thos. Garrett and William Garrett, sons of John Garrett, of Ahareragh, are requested to send their address to

their uncle, Thos. Garrett, Gladstone road, Parnell, Auckland, New Zealand. Is the despised Mick more warm hearted than his more cultured neighbor across the channel? or is he more inclined to get himself scattered and lose his bearings?

This year the Manhattan Beach people have laid out their plans on a scheme commensurate with the attractions they offer. Street car signs and handsome billboards in the elevated stations give excellent views of the beach by day and by night, and are used effectively in conjunction with their newspaper work.

#### CORRESPONDENCE.

June 10, 1895.

Editor ART IN ADVERTISING.

DEAR SIR: On p. 151, June issue, first paragraph, is this sentence: "It has been well advertised, and it has put all the other people on their metal."

It would be interesting to know the kind of metal used in Chicago. Brass, isn't it?

Yours truly,

A. S. HIGGINS.

But it is a good number.

Referred to Mr. Wheatley.-ED.

THE newspaper poster has evidently come to stay awhile. The elevated stations these days are brilliant with its uncompromising reds, greens and yellows—but the newspaper poster is not always artistic.

"HERE is some angel food I made myself," she said. He paled. "Thank you, darling," he faltered, and partook. That night the painter dreamed, whereat he rose and in feverish haste painted an art poster, which brought \$756. Then he kissed his wife fondly, called her a brave little woman and wondered what he would do without her.—Detroit News-Tribune.

THE dawn of a new era appears in Augusta. Comfort, the best known paper in that section of the country, now appears in colors similar to the

Sunday supplement of the New York Herald and World. The paper is now printed in five colors on a new Hoe perfecting press at the rate of 8,000 an hour, and is delivered pasted, folded and trimmed, ready for the mailer. Comfort was the first paper to order a press to make this great advance in progressive publishing, and the complete Comfort color press is unlike any other now in existence. Comfort's special rule has always been to give the people exactly what they wished: good reading matter at a popular priceand it has been the strict adherence to this rule that has brought this paper that great popularity which has caused the circulation to reach a million and a quarter each issue, more than was ever reached by any publication in this All the popular departments are retained and added to, while the illustrations are bright, modern and instructive, which, with fine typographical work, will make Comfort continue its great lead of a progressive people's home paper, made interesting to every member of the family. Comfort has heretofore been circulated entirely through the mails, but the continual demand makes it necessary that its publishers yield to the wishes of the public and place the paper for sale on newsstands.

> Very truly yours, W. H. GANNETT.

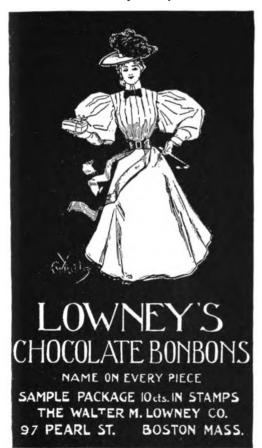


#### THINGS WELL DONE.

AZEN B. GOODRICH & CO., manufacturers of Oxfords and slippers, Chicago, issue to the trade a very complete and well-illustrated catalogue of their goods. The printing is in black and brown.

FROM the *Intand Printer* we receive a booklet containing reproductions of their twelve cover designs by Mr. Will H. Bradley. These designs have been issued in special style for collectors, and the pamphlet is intended as a sample book. It is very tasteful in make-up.

"SUMMER EXCURSION ROUTES," the new book of the Pennsylvania R. R., has a most charming cover in color, and is profusely illustrated with





half-tone reproductions from photographs. The book contains over 200 pages and two handsome folding maps, and it is needless to add that the Pennsylvania R. R. reaches the most delightful spots in all this beautiful country.



Send for Illustrated Catalogue to OVERNAN WHEEL CO., Chicopee Falls, Mass,



THE cut now being used by The Barbour Brothers Company in advertising its Irish Flax Thread, is one of the most attractive of the season.

The Outlook gives us a very attractive "Recreation Number." The cover designs (back and front) are made and printed by the Durograph process and are charming in effect. An interesting feature of this issue is the publication of The Outlook's prize photographs; there is also a story, written and illustrated by F. S. Church, which, in itself, is well worth "the price of admission"; a foot note informs us that said story is for "young people" and that "any young person over 80 years of age is therefore positively forbidden to read it."

Few advertisements have been more widely imitated than the striking photograph from life put forth last year by the "R & G" corset people. As is usual, however, the followers are

"not in it"; none of these more recent productions can compare for a moment, in grace of pose and general attractiveness, with the "R & G" young woman.

THE Chicago Daily News issues, in good-sized pamphlet form, an account of the workings of its Fresh Air Fund.

"JEWEI. DONT'S" is the title of a roo-page book devoted to jewel miscellany, written and compiled by Edmund Russell and published by The Bramerton Publishing Co. (N. Y.). Whatever one doesn't know on the subject of jewels he will find in Mr. Russell's book. The publication would stand a better grade of paper; the cover design is quite attractive and is printed in two colors. Presswork by Ferd. Ficker.

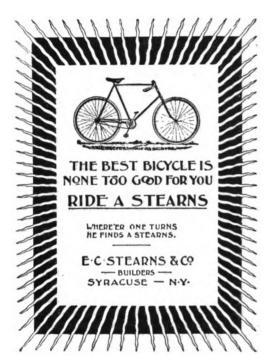
We note, now and then, an advertisement of The Sunlight Soap. The company has a first rate article and should extend its advertising in America.



At the door of the Newspaper Advertiser.



For further particulars, address
N. W. AYER & SON,
Newspaper Advertising Agents,
Philadelphia.



YOUR advertising should be a matter of pride with you, not a disagreeable necessity.

DON'T attempt to imitate another man's successful advertisement. Look out for an original idea for yourself, and enjoy the satisfaction of having an announcement which other men will want to imitate.

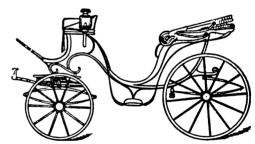
WE reproduce herewith another, and the most recent, of the pages used by the Pabst beer advertisers. There has never been a time when the Pabst advertisements were not of a high order of merit. They started out to be good in the first place and have maintained their standard of excellence ever since. The new line of announcements, now appearing in the various mediums, are extremely well done.

THE so-called "dull season" is a bugaboo of vast proportions.

DON'T make it an excuse for withdrawing your advertisement; keep up your advertising and you'll find that "there ain't goin' to be no dull season."

THE summer-goods man is very much in evidence just at present—as he ought to be—but we notice that he is not occupying the advertising field so entirely to the exclusion of others as he has in the past. That's because advertisers are beginning to understand the advantage of "blazing away," dull seasons, off days and all the other times, heretofore considered unprofitable.

This pathetic but belated appeal appeared in the London Times the other day: "Would the gentleman speak yet again, who said in London, 1864, that he loved me, and then that he was thrown over? All remembered. Parents are dead. E. D. C."



# For TOWN, PARK, and COUNTRY.

Individual designs, latest suggestions, perfect construction. Specifications furnished to prospective buyers.

THE FRENCH CARRIAGE CO., 83 and 85 Summer St., only, Boston, Mass.

#### ADVERTISING IN PARIS.

BY T. B. RUSSELL.

NE of the things an advertising man, new to the place, would expect to see in Paris would be wall posters; and they would also be about the last things he would actually see. Paris, which used to mean in this connection M. Chéret, but which now means Chéret, Grasset, Pal, Ogé, Métivet, and a whole crowd of others, designs some of the best posters in the world. But her own walls she decorates therewith but very little. Nevertheless the famous Parisian posters are used, but chiefly as transparencies, on the equally famed kiosques, or street stands, that make the handiest of little permanent newsvenders' stalls. As for actual wall posting-yes, it exists, but only sparsely. On the north bank of the Seine, when I was in Paris last month, I only noticed one considerable posting stand. It was on a hoarding, where several houses were being rebuilt, not far from the Bourse. There were one or two sites well occupied on the other side of the river, but there is never anything like the amount of this sort of advertising we are accustomed to see in London. Maybe the stamp duty charged on all affiches keeps the business down. Anyway it is insignificant in extent. There are no big painted signs on the Hote and the Gunning scale. What's the matter with an educative expedition to Paris by some firm like this, to teach the Frenchmen what America can do for herself, and will do for France, if France says so?

Considering how popular Paris is, too, with traveling and resident Americans, one might expect to see more American and English advertising there also.

For the American colony is quite a feature of Paris. The Paris edition of the New York Herald has big offices, and Mr. Stone, of the Herald, whom one is always meeting everywhere, appeared amply satisfied with the state of business, though he was always looking out for more, too. The Herald constitutes quite a rendezvous for Americans at its office, and runs coach drives in the summer to Versailles and other places of interest. At least two other American papers have reading rooms in Paris. But there are not a great many American firms advertising in

France. Mr. Fulford has made a good start with Dr. Williams' Pink Pills (picturesquely translated as Pilules Pink Pour Personnes Pals du Docteur Wil'iams), and is astonishing the natives with his testimonials and lavish reading matter advertisements in the most expensive papers of Paris and the departments. "Emulsion Scott" is a name easily and often recognized in French advertising columns, even by the least linguistic of visitors; and an article of American origin, A. J. White's "Mother Seigel's Syrup," long advertised in England, has a foothold in France as Tisane Americain des Shakers, or American Shaker Decoction I just noticed one poster in the Avenue des Champs Elysées saying " Sunlight Savon, se vend chez tous les epiciers," which one could wish translated a little differently, but which refers to the well-known English Sunlight Soap. I gather that all the English-speaking advertisers are satisfied with results, though a few have tried the field and got discouraged by the initial difficulties. There is plenty of room in the market, and French newspaper advertising is pretty bad on the average, so that with reasonably good help it ought not to be hard for a good American advertiser to push in and make something.

Of course an important practical point in opening up a foreign market is the Trade Mark law, since it is clearly impracticable to do business in a country where trade marks are not admitted to registration, or where the administration of law is not such as to afford protection to the owners of trade marks, copyrights, designs and patents. On all these points the French law is unexceptionable. The registry of trade marks is open to foreigners, and some marks and names are admitted to the register that would not be accepted in England. Where infringement occurs, the "Correctional" law provides a machinery by which the offending goods may be seized by the police and held for a limited time, to allow of the question being tried by the courts. This drastic measure is, naturally, attended by certain risks, and if the infringer can make good his defense he will



obtain damages for the inconvenience and loss oftrade. The Union des Fabricants. Avenue du Coq, is an association of trade mark owners, presided over by Count de Maillard, who attends to the trade mark business of its members. Membership is open to foreigners at a small annual subscription, and from what I saw of the Count I should say that what he and his assistants do not know of French trade mark law is not worth knowing. They also understand English and American trade marks at the Union. Patents are granted in France very much as in other European countries, but there are certain provisions requiring their owners to manufacture in France in order to keep the patent valid. This, however, can be got around without much real difficulty if it is inconvenient to actually manufacture there.

I SUPPOSE the biggest native advertisers must be the Chocolat Menier people, whose announcements, including the one so famous in America, are seen everywhere. Another familiar advertisement struck my eye on the walls of a music hall. It was the De Long Hook and Eye cut, but the renowned "See that HUMP" was, alas! untranslated. I would like to see that "done into" French!

Petroleum for lamps is advertised very largely and very well, several proprietary brands competing for public favor. One of these yields the only French advertisement that I am tempted to reproduce—it is a design for "Saxoleine," by M. Métivet, the well-known poster man, and is used as an inset. M. Chéret, whom I visited in his atelier, and who kindly allowed me to see him work on his extraordinary and vivid creations, has made a series of poster designs for Saxoleine, some of which have been exhibited in America and reproduced in American periodicals. Saxoleine is run very close by

### L'ILLUSTRATION

53° PARIS: ABONNEMENTS
An 1166. 13. RUE SAMM-GEORGES 36 francs par an

Ce Numero-Programme est distribué gratuitement

#### COMEDIE-PARISIENNE



LOTE FULLER. - Phot. Reutlinger.

two other lamp oils, each of them good examples

of felicitous naming, to wit

LUCILLINE

ORIFLAMME

A CURIOUS development of advertising is seen at some of the theaters. In place of a program there is put into your hands as you enter a small octavo four-page bill advertising L'Illustration, an illustrated newspaper. The front page bears a reduced heading of this publication, with the terms of subscription, and a beautifully engraved portrait of the leading lady of the theater company. Page two is an advertisement of a guide to the Salon (annual picture show in the Champs Elysées), the third page gives the title of the play, the cast, and other information generally given on theater programs, while the back page contains a few general advertisements, just about as bad as most French newspaper ads. Newspaper boys come in too, during the last entr' acte selling a special late edition of one of the evening papers. The evening papers would appear to have the pull as compared with the morning ones in Paris. This seems hardly surprising in a city that seems never to go to bed before 2 A.M., starts the day with a cup of chocolate in the morning, and does not take its real breakfast until lunch-



COPYRIGHT, 1895, BY THE BARBOUR BROS. CO.

PHOTOGRAPHED FROM LIFE.



HE question of full time cars has again come up for discussion. And yet no one seems to understand, exactly, the meaning of the term. The opponents of the full time system claim that no such thing exists; that the term is controvertible and has a different meaning in different places. The friends of the system claim that it protects the advertiser in so much as it rules out open cars in winter, sand cars in summer, trippers, extras, and all the other irregular runs which could be relied upon to swell a list, and limits it to the actual average number of cars in daily use. In answer to this the anti full-time men point out the significant fact that no stipulation is made in the contract that full time cars are guaranteed. The contract of the full-timers is certainly a document that leaves nothing to chance. It is really so strongly worded as to become almost a promissory note. And yet it wholly ignores any reference to full time cars or any other specified cars. The anti-full-timers claim that the advertiser who buys full time cars is at the mercy of the seller all the time. That any car not containing his card can be accounted for on the ground that it was an "extra tripper." In reply to this the full-timer retorts that not only does the anti-full-timer charge for extra trippers that never make trips of any kind, extra or otherwise, but that the advertiser pays for all the cars in the repair shops, all the cars laid up never to go again, all the cars on the company's books, whether they are running or not.

We have interviewed a number of street-car men with the following result. Speaking on this subject Mr. M. Wineburgh, president of the Union Street Railway Company, has this to say; "In San Francisco they think that a car which runs twelve hours a day is a full time car; in Portland, Ore., eighteen hours is considered full time; in New Haven twenty-two hours is necessary; in Galveston, Tex., they think ten hours is plenty long enough to make a car 'full time'; in Bridgeport, Conn., they do not care how many hours a car runs, but if it runs ninety miles in a day it is a full time car; in Pittsburg they are not quite sure, but they think twelve hours is full time; in New Orleans, where nobody works very hard and everybody takes things pretty easy, a full time car runs only eight hours a day."

It is said that a car which runs seventy miles a day is a "full time" car. Just why it has settled on seventy miles nobody knows, and probably nobody will ever find out. There is no more reason why seventy miles should be called "full time" than thirty miles, or two miles, or a hundred miles.

Mr. Hugh Grant, who controls the advertising privileges of the Metropolitan Traction Company, does not sell "full time" cars. Mr. Ferree, who controls the advertising in Philadelphia cars, seems to worry along without knowing exactly what a "full time" car is. The Manhattan Railroad Advertising Company, which controls the cars on the New York "L" railroads, does not sell "full time" cars. Mr. Arthur Robson, of Baltimore, Mr. Foote, of Chicago, Mr. Desmond Dunne, of Brooklyn, and Mr. Garrett, of Brooklyn, do not sell "full time" cars. They are as much at a loss as any one to determine what is meant by these words.

There is only one safe and certain way of buying street car advertising space. That is the old way of contracting for every car that runs, on a given line. If any of our advertisers in any city sees a car on a line which his contract calls for, which does not contain his card, he is entitled to an explanation and a rebate every time. There is no question about it. There are no subterfuges. There is no dodging the question. Every car on the street must contain his card or he need not pay for it.

On the other hand, Carleton & Kissam, who originated the term Full Time, and who are the most ardent advocates of the system, claim that under their contract a man gets not only all the cars on the road, but the full service each day of each car so charged, and that the term Full Time means that the advertiser gets full time out of each card displayed in their cars.

The consensus of opinion is evidently in favor of stipulating the number of cars in the service, and checking on that basis irrespective of the time. Carleton & Kissam's own recent advertisements show this tendency, as their cards now read "The Kind That Pays" instead of Full Time.

Some very attractive business is now running in the various street car lines, but intending advertisers would do well to get careful estimates before contracting. In Brooklyn, and in fact wherever the Ivory Soap business is running, the price accepted is reported to be from 50 to 60 per cent, below schedule rates.

MR. G. HAULENBEEK, brother-in-law of J. Walter Thompson, and for many years associated with his enterprising relative, has severed the connection and has started a new agency on his own account. Offices will be opened in the Tribune Building, New York.

ADVERTISERS of Cleveland's Baking Powder have one of the most striking Magazine pages of the month.

NEVER before has railroad advertising in the periodicals been so elaborate and artistic as now. The different roads seem to be vying with each other most strenuously in the way of attractive cuts and other devices for tempting the summer tourist.

#### SELLING AS AN ART.

THE following matter is reprinted from a circular prepared by Mr. I. Gans, manager of Lansburgh & Bro., of Washington, D. C. It contains some very practical advice to salesmen and cannot fail to be of interest to many of our readers.

It is not every one who can make a good salesperson. It requires a certain knack which is innate, and cannot be acquired. First of all, one must like the vocation if he intends following it. Without this you will lose a great deal of time valuable both to yourself and your employer. Some take positions in shops through inclination, others through force of circumstances. But when one enjoys a position back of a counter he can always make a success of it.

Patience, perseverance and ambition must be the watchwords of every sales-person. These are indispensable qualifications.

Patience to an unlimited extent is absolutely necessary, for without patience no clerk will make a successful salesman.

Perseverance is another attribute much needed in the "make-up" of a good salesman. But this is often overdone by clerks making the error of supposing that a constant digging at a customer effects the sale.

As to ambition, I would not give much for the future of any young man who would be satisfied always with the position he holds, however good it be.

He neither benefits himself nor his employers. This is the greatest mistake a salesman makes. The moment he feels he has attained his aspirations that moment he has exhausted his usefulness to his house.

He should strive to gather the knowledge and workings of all stocks, though he be confined to one department. He should strive, first of all, to work through the different grades until he is at the head of his special line. He should learn to obey, not because he must, but because he ought to. One who cannot obey cannot command. He will be unfit even to assume the charge of his stock should opportunities ever give him the chance. He must act, in carrying out his instructions, with the expectation that some day he will have a place of business of his own, and must learn to run it successfully

He should always dress neatly and genteelly, never in an eccentric or fastidious manner. He should be agreeable, without being intimate; pleasant, without being offensive. He should at all times be in readiness to wait on customers and approach them with a pleasant address, remembering that the first impression is the one that tells. On receiving a reply from a customer he should show his goods in an unostentatious manner, trying to sell without importuning.

Shoppers nowadays are intelligent. They know well the value of merchandise, and, therefore, it does more harm than good to enlarge too much on what you are selling. A pleasing explanation of the fashion, a general suggestion, and then the salesman should allow the customer an opportunity of exercising unbiased judgment. Sales are often ruined by overmuch talk.

Be honest in your suggestions; never overdo anything; show your wares to the best advantage; make your stock look presentable, and you will be a success. Many clerks make mistakes by being forced into submission. It is far better to do what is expected of you in a graceful manner than to be coerced.

Promptness is another factor in the "makeup" of a good sales-person. That employee who lags a few moments in the morning or noontime will lag all through life.

Discretion in waiting on a customer is another rare quality. To a neat person show neat patterns. To one who is a little more lavish in style of dress show goods according to such tastes. Never try to convince a customer that your way of thinking is right. You can advance your ideas, but if you find that they conflict with your patron's views argument is very harmful.

Be truthful under all circumstances; never misrepresent. Even though you should make a sale through misrepresentation you have surely lost a customer, and your house loses that patronage. The truth in business is a mighty power, and paramount to all other qualifications.

Always be doing something. In a large store, as well as a small one, there is always something that should be improved. Idleness leads to mischief. Silly conversation back of counters has been the starting point of the downfall of many young people who might have made a success of their vocation. In the first place, by your frivolous conversation you lose the respect of even those who listen to your prattle, and besides that you do yourself the greatest injustice. If you do not begin by gaining the respect of those around you you need never expect it from your superiors. There is no position in an establishment that you cannot gain, if by your merit and ability you are qualified to fill it.

Bear in mind that seven-eighths of the employers of to-day started in life at the bottom of the ladder, and only attained what they now have through harder work than is needed by you. Be ever mindful of your employer's interests. If you are faithful in your duties to your employer reward will surely follow. Sometimes it may be slow in coming, but it will certainly come.

It will always he necessary for some one to be given complete charge of the large establishments which exist to-day and will exist in the future. Why not you? It is worth trying for, and if you combine the requisites mentioned your chances are as good as the best.





HERE was a time when Abbey and Frost made designs for book covers and tomato can labels in the lithographic shop of the elder Harris, who founded the present great establishment known the country over as Geo. S. Harris & Sons, of Philadelphia. Napoleon Sarony began his art career as a drawer on stone for the then newly established firm of Sarony, Major & Knapp, who were the first to successfully launch the business of lithography in this country on a practical basis. The list of men now eminent in art who have been identified with this important adjunct of advertising is a long one. And the fame of many an artist has been much enhanced by the reproduction of their best subjects through this popular channel.

TURNING, therefore, to a consideration of lithographic work as a medium we find, as one of its recommendations, accuracy of count. If you order a million cards, for instance, you get ten hundred thousand. If you find only nine hundred and ninety thousand you promptly deduct the shortage. Perhaps along with the millennium will come the publisher who will guarantee his circulation. But that joyous day is still far in the dim and distant future; and the advertiser who is figuring on returns is sadly at sea when he calculates on a hundred thousand circulation and in reality gets only forty or fifty thousand. You not only insure accuracy in count in lithographic work, but you are likewise undisturbed by the man above you or alongside you who renders valueless your whole expense by a reckless use of space which effectually kills your modest announcement and yet at the same time doesn't pay him. This absolute exclusiveness is worthy of consideration. You can always sell a man more readily when he has no other choice before him

EVERY man must of course decide for himself those avenues of publicity which have by experience demonstrated their effectiveness. tendency will always be doubtless in favor of the newspaper. The correctness of the conclusion we may not deny, but we think the possibilities of lithography, consequent upon a better understanding of its capacity, would be more fully assured were the advertiser less dominated by custom in his consideration of the subject. In the event of an appropriation of say \$100,000 it is safe to say that in the present condition of the advertising mind ninety per cent, would go to the newspapers. This may be right and it may be wrong. At all events it can do no harm to examine carefully the question in all its bearings before coming to a final conclusion, other words we think the advertiser should approach the subject without having his mind made up in advance that he will spend only ten per cent, in lithography, come what may. With that much gained the verdict must rest wholly on the merits of lithography as a paying medium. It has peculiarities all its own. has greater capacities in some directions than in others. If used with intelligence and discrimination it is a powerful factor. If used in a haphazard manner it is worse than useless.

We are speaking now more directly to the advertiser who has been brought up to believe that there is nothing in advertising outside of newspaper work. Unquestionably newspaper advertising is valuable, but the point we wish to consider is, ought we never to think of anything in connection with advertising except periodicals? Is it not the part of greater wisdom to approach the subject with an unbiased mind—and a desire to carefully consider every suggestion and hold fast that which is good? The wonderful beauty of the work; the

irresistible power which a picture has for everybody; its universal language, speaking to all alike, render it certainly an attractive subject of contemplation to the advertiser. If we plead, therefore, for a more earnest consideration of the claims of lithography, we are certainly justified by the splendid service which it has rendered in the past and its capabilities for the future.

\* \* \*

UNDOUBTEDLY the proper handling of lithographic advertising calls for the exercise of a different phase of the perceptive instinct. And yet the same promptings which suggest the use of one medium and the rejection of another will operate in the case of lithography. There are, of course, some men who will never buy the right picture, though they may try a thousand years. It takes a profound student of human nature to hit the mark every time. And yet there are certain fundamental principles which operate just as unerringly in the lithographic world as they do in any other department of the advertising world. A careful study of the signs that are gradually revealed finally solves the problem and the advertiser is soon in a position to know exactly what returns may reasonably be expected.

No matter how the advertising manager may argue, it is a fact, nevertheless, that the distribution of lithographic work appalls him. On his return from lunch he finds the store practically hidden behind a huge pile of banners or cards which a truck has just delivered on the sidewalk. There is no denying the fact that a proper distribution of lithographic work has as much to do with the success of the venture as the work itself. And it is likewise true that it involves considerable detail. And vet in the hands of the men who know what color work is capable of, what truly magnificent results have been achieved! Who ever sees Arbuckle's Ariosa Coffee in the papers! Or Woolson's Lion Brand. or Babbitt's Soap, or Lautz Bros.? All these gigantic successes have lately confined their advertising to lithographic work exclusively.

\* \* \*

How much this detail in handling operates against the use of lithographic work can never

be accurately surmised. Undoubtedly it deters many an advertiser from making the attempt. It is a great thing to give a contract and dismiss the matter wholly from your mind. Nothing is easier-but is that the way to make the best ' showing? None of us are in business for fun. We expect to be worried and harassed. Still that is inseparable from the nature of the case. and we must take the bitter with the sweet. The fact that a little extra work is involved should not deter us from adopting what we think offers the best return for our money. Unfortunately this work is largely of a personal nature. No one else can tell just what to send to each particular customer. So the annoyance comes home direct. How much more comfortable it is, indeed. to shove all the work on the shoulders of some one else.

Yet a little forethought, a little system, and all the detail will vanish into thin air.

\* \* \*

WE shall endeavor in a future paper to give examples of correct taste in lithography and to point out the absolute necessity of good drawing, good coloring and good presswork. We are quite convinced that the possibilities of lithographic work are only half appreciated by the advertiser. It is comparatively an unworked field. A few years ago there was something of an unnatural boom in the business. It was dropped as suddenly as it was adopted. Although it is a great industry to-day, yet its future is greater than its most sanguine promoters realize.

SATURDAY, June 8, was strawberry day in Philadelphia. On this occasion the market was so glutted with the delectable fruit that, after a reduction in price to one cent per quart, with no takers, several large fruit dealers were compelled to dump their overload into the Schuylkill and Delaware rivers. The quantity of good berries carted to the docks during the latter part of the afternoon is estimated at 2,500 crates, or 80,000 quarts. It seems a pity that some portion of the fruit could not have been distributed to the dwellers in the tenement districts, for it is likely that here, at nothing per quart, they might have been appreciated.

#### THE TEN-CENT MAGAZINE.

O event in the publishing world of recent years has excited so much interest as the advent of the ten-cent magazine. It is now about three years since the first intimation of the new departure began to be discussed. It had come to be regarded as a settled fact that the lowest price at which a really good magazine could be offered was twenty-five cents. That seemed a popular price and was the figure at which Scribner's made its appearance in competition with Harper and Century. At that time the field was practically held by the Century and Harper's. The Cosmopolitan was in existence, but had not yet been seriously accepted. It changed hands almost every other month, but finally came into the possession of Mr. J. B. Walker. He has retained it ever since and has made it what it is and what it isn't.

Matters progressed smoothly enough among the magazines for some time after this till it began to be rumored that a new publication was about to be started and that the price would be only fifteen cents. The sacred precincts of the hallowed Quarter having been thus rudely invaded, attention was immediately directed toward the possibilities of a magazine on a still lower basis. The late T. B. Browne, London, inspired, doubtless, of bv success of the Strand Magazine in London, which was selling for sixpence, as against the others at a shilling, came over dummy of a periodical which had named The Ten Cent Mag. Whether the abbreviation was wise or not was never discovered. Mr. Browne sought to enlist the capital of several investors, but the scheme was so coldly received that the venture came to naught. Mr. Munsey, at this period, was enjoying himself with a twenty-five-cent magazine. And every time the fiddler called out "Chassa-a-v yer own partners" the magazine would grab Munsey by the neck and swing him 'round till his coat tails floated in the wind.

The great obstacle which stood in the way of a ten-cent magazine was the American News Company with their charges for handling, etc. How to overcome this was the problem. It is an open secret that the first change in the price of the Cosmopolitan would have been down to ten

cents instead of twelve and a half but for the strenuous opposition of Mr. Farrelly. The question of placing a ten cent magazine on the market despite the opposition of the News Company involved an undertaking fraught with great danger. The saving would be very small unless the aggregate should be enormously large. A cent a piece on a hundred thousand copies would hardly pay for the necessary outlay, but in event of a circulation five or ten times greater, the experiment would doubtless succeed. Yet other things combined to make even this venture worth making.

The cost of raw material in the manufacturing of a magazine has been greatly reduced since the time when 35 cents was a popular price. Paper, binding, and especially engraving, are The half-tone work all very much cheaper. has almost entirely superseded wood engraving, even in the high-priced magazines. paper that formerly cost 14 and 15 cents is now bought for 91/2 and 10 cents. Improvements in binding and printing machinery have also helped to lower the first cost. Art and literature have increased, but not to any great extent. While, of course, it would be rash to say that there is big money in the ten-cent magazine still there is no doubt that a very fair publication can be made to sell for a dime. At the same time, much has still to be learned in the economical handling of the business in every detail. In fact, it might be said that in this direction alone the profit lies. Yet that is true of almost every business. But the point is, that while the business may not yet be largely remunerative there is no reason to conclude that it cannot be made so eventually.

In the meantime the public is being distracted by these radical changes in price. It will be a good thing when the end is reached and the future more clearly defined.

MR. ALLEN T. LEWIS, one of Philadelphia's prominent retail grocers, has introduced into his establishment the innovation of women clerks, and finds the change entirely satisfactory. There seems to be no reason why a woman should not make a good grocery clerk, and the only wonder is that she has been so long debarred from such service.







UR eminently clever contemporary, The Fourth Estate, in its issue of May 30, is gratified to perceive that "there is a wholesome casting away of objectionable medical advertisements from the leading papers of America." So should all the "makers of newspapers" be glad. Would that it were as wholesale a casting away as it is wholesome. But in far too many journals, of which better things were to be expected, the quack and charlatan, the compounder of illegitimate nostrums and the criminal practitioner are still in evidence.

Surprising as it is that reputable publishers will accept the nefarious patronage of such as these, far more surprising is it that good citizens do not rise in their wrath and call a halt to this infamous business. If their newspaper contains in its advertising columns, no matter how much pains is taken to hide it in some out of the way corner, anything in the nature of medical literature which is of a contaminating influence or suggestive of criminality, or of which the inward "cussedness" is too obvious to need description in detail, they should make a point of stopping their subscription and replacing such a paper by one that can be read by the whole family.

It is true the evil is fast disappearing. The number of papers that one can read without being ashamed of himself or that he wouldn't care to have his wife or daughter or sister read is becoming quite limited. But, whether great or small, it is an abuse that in all its insidious and artful forms ought to be forever and absolutely extinguished.

"How did you like the last story of Owen Wister in Harper, "La Tinaja Bonita?" was asked by a bookstore loiterer of a fellow loiterer the other day—intelligent gentlemen both of them and neither of them an unfriendly or any other sort of a critic.

"Not so very much," was the reply. "I am just a little afraid that our friend Wister is overtilling the romance of the cactus desert and the Arizona mule trail. The average story reader tires in time of so rasping a diet. But the fact is I am sick of a good deal of the matter that finds its way into the magazines. Pretty good stuff, perhaps, as a rule; but much of it occurs to me as more ballasty than brainy, and I sometimes think that if I were called upon to choose between the ads. and the text proper of the leading monthlies I would at least for half a year take the ads, and let the text go; and I actually believe I'd be the gainer by it in recreation and information."

AND at the foundation of this belief there is something more than an idle fancy. With few exceptions the advertising departments are made up of good material. They are well edited; and what we might call their topics are of general interest. In scope and variety they have come to represent from month to month, in panorama and epitome, a large section of the world's progress. Well printed, impressively

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written, superbly "displayed" and handsomely embellished, these pages are a revelation of genius in many more ways than one—of the genius of mechanical and scientific development, of the genius of art and philosophy as applied to mundane affairs, of the genius of growth and gain and goaheaditiveness.

Here in marvelous variety of form and phase are the imprints of an age that has grown more practical since yesterday-of a more ingenious and luxurious if not keener-witted civilization. It is in the nature of a veritable exposition of whatever is newest and latest-an exhibit up to date, as it were, of books and brains, of scholarship and science, of homes and hearths, of furniture and photography, of foods and flowers, bath-tubs and bicycles, architecture and autoharps, pumps, powders and pianos, writing machines and refrigerators, carpets and carriages, silver and gold, boats and bridges, teelphones and typewriters, cameras and chinaware, ice-cream freezers and pillow-inhalers, transcontinental and transatlantic travel, music. medicine and mineral springs-of hundreds of things that contribute to the comfort and enjoyment of mankind and to which human ingenuity is constantly adding new elements of adaptability to human needs-of things that are new in contrivance, device and discovery in all avenues of thought and endeavor and that make life better worth the living, even if by nothing more than an improved egg-beater or potatopeeler.

The inviting and attractive character of these object lessons of the periodical press is still further enhanced by the manner of their pesentation; and in this work is enlisted a high grade of literary and artistic ability. It may not be the most classical of literature (except in the instance of Murphy's varnish), but it is easy to read and easy to understand, which cannot always be said of much more pretentious literature. It may not be the pre-eminence of art, but the men and women who fashion the highclass advertising of the day, and make it presentable to a discriminating public, not seldom display a skill and taste in their compositions which we fail to discern in the columns of the professional magazine writer or in what is too frequently the humdrum work of his illustrator

ACCORDING to Brains the paragraphs quoted below are "Smart sayings from recent advertisements." It takes Brains to hunt out the smart things, after all, and we want to call your attention particularly to that awfully good line about "Prices down to rock bottom." It is seldom, indeed, that we run across a headline so strikingly clever and original, and notice, too, the smart way in which C. W. Palmer & Co. make "laugh, eh?" rhyme with "coffee!"

Capes "cheap as sugar."—The Palace, Bing-hamton, N. Y.

Dried up prices.—Zack Mahomey & Sons, Crawfordsville, Ind.

We employ low figures in prices.—John G. Seeger, Buffalo, N. Y.

Prices down to rock bottom.—Joseph New & Bro., Manzfield, Ohio.

Fitted to living feet. Twentieth century shoes.

-Kendal Shoe Company, Portsmouth, Ohio.

A ladder isn't needed to reach our prices.—
A. A. Le Feure, Ph.G., Lancaster, Pa.

A happy family--your toes in one of our shoes. - The Great Eastern, Duluth, Minn.

We could sell these goods in a graveyard.— Proctor & Klingensmith, Youngstown, Ohio.

Spring-like as dew on a daisy (men's neck-wear).—H. Royer & Son, Pottsville, Pa.

COFFEE.

On a cold and frosty morn
When old Boreas has the laugh, eh;
Just give us a boiling cup
Of that fragrant P. H. coffee.

Of that fragrant F. 11. conee.

-C. W. Palmer & Co., Herkimer, N. Y. A man got shot; he got it by the ton.

He bought a revolver he called a son of a gun. He bought a pair of shoes, split shoes they called calf.

Now he has the blues, and only will he laugh
When he reads that notice, the salesman's epitaph. —Jones, McKeesport, Pa.

THE "Report of the American Humane Association on Vivisection and Dissection in Schools" comes to us, from Chicago, in a substantially bound and attractively printed pamphlet of sixty-four pages. The association, in its efforts to prevent this monstrous practice in our grammar and private schools, has sought the views of many leading minds upon the subject, and is

enabled to publish in this form the letters received from many distinguished divines, doctors, editors, lawyers and statesmen, both in this country and England. It is almost needless to say that these men are unanimous in their disapproval of this unnecessary and barbarous cruelty. The association has our heartiest sympathy in its undertaking.

SHOCKED modesty is crying out all over the country against the giddy school teacher who rides to her school on a bicycle. It is said that the example she sets is pernicious in its effects upon the young. And yet this same teacher is permitted to kill and dissect, in the presence of little children, a helpless kitten or rabbit—for the ostensible purpose of demonstrating various physiological principles—which no young one ever remembers and which would not benefit him if he did—and which furthermore instils into his plastic mind the seed of brutality and cruelty. We doubt if the appearance of the school-ma'am in ballet-costume would be so harmful in its effect upon the children as this.

The attitude which the public is gradually assuming toward advertising should be one of the most encouraging signs of the times to advertisers. That people have always taken more or less interest in advertising is indisputable, but it is also true that such interest has been, for the most part, passive, and that until quite recently the bulk of the advertising matter thrust before the public eye might have been withdrawn at any time without leaving a regretable vacuum anywhere except in the pockets of the publisher and advertiser. And although the same thing may be said of much of the presentday advertising, the fact remains that the public is now wide-awake to its own interests in the matter and is learning to depend upon the advertisement for valuable information and assistance in regard to its purchasing, etc.

THIS change in the public mind is the natural result of the vigorous, persistent and wide-spread advertising that has obtained during the past year or two; for I believe it is within even so short a period as this that advertising, in general, has really made itself felt and under-

stood by the public. The inclination of the latter, nowadays, is to meet the advertiser half-way; to seek the advertisement instead of merely accepting it when it happens along.

ADVERTISED articles are now understood, in a general way, to be superior articles; superior, that is, to the non-exploited commodity. As a rule they are superior, but, in any case, the public is rapidly developing a partiality for the things it has read or heard of, and the call upon dealers for advertised articles, in preference to others, has never been so general as it is to-day.

A BUFFALO hotel proprietor is responsible for the following announcement, which strikes us as being rather good:

FIRST CLASS IN GEOGRAPHY.

Oues. Where is the City of Buffalo?

Ans. At the southeastern end of Lake Erie.

Ques. What is its population?

Ans. Three hundred and fifty thousand.

Ques. By what name is it generally known?

Ans. The "Boom City of the East."

Oues. Why is it so called?

Ans. Because it keeps on growing, no matter how hard the times are.

Ques. How many hotels has it?

Ans. (all together). One.

Ques. What is its name?

Ans. The New Blank House—thoroughly renovated—has sixty bathrooms conveniently located—prices \$2.50 to \$4 per day.

Ques. Who patronize it?

Ans. All travelers who know a good thing when they see it. They come once and then keep on coming.

If you do not believe these statements give us a chance to prove them true.

THE Basis, by way of extending its circulation, sent two copies of a recent issue to each subscriber, with the request that the extra copy be placed in the hands of "some interested person."

THE man who hath no music in his soul hath also no vain longings after high-priced opera tickets; and that's where he has the advantage over the rest of us.

# The Mayflower

\$1.00 per Agate line

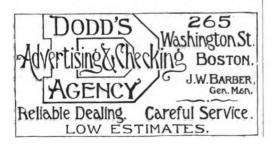
Average Circulation, 160,000 copies
per month

The September number will be a Special one; over 200,000 circulation. No extra charge for space. Forms close August 15

FRANK MASON. ADVERTISING MANAGER

Floral Park, NEW YORK

# WHEN IN DOUBT USE SCRIBNER'S





I thought this would catch your cape. It is my trade-mark. It is partiy seff-explanatory. If you are an advertiger appealing to cutture hold, if you are thoughtful, non-dogmatic, open to new ideas in the advertiging science, you'll send my gour name for a booklet explaining further.

Robert T. Sloss A. B. Milford, Delaware.

# The Origin of Signs as a Factor in Advertising

# THE STORY OF AN ARTIST'S LIFE STRUGGLES—

About 30 years ago, little over a quarter of a century, advertising signs came into prominence as a medium of obtaining publicity for advertisers.

The first practical and prominent adaptation of Sign Advertising occurred during the year 1864. Then Mr. Chas. S. Houghtaling, a rising young sign and pictorial artist, having a natural gift, and under the instruction of an expert master, with whom he thoroughly learned the art of clear, bold sign and pictorial painting, opened his first sign-shop on the Bowery, in New York City. His capital at this starting of business on his own account consisted of small savings, made during his apprenticeship, and his pot and brushes, combined with indomitable energy, and a determination to accomplish whatever he should undertake.

At first his venture was moderately successful in obtaining employment at painting scenery for the small theaters and museums, and signs for tradesmen in that vicinity; but the following spring, owing to the general dullness in all lines of trade, and the competition of his older established competitors, they having on their list most of the regular customers, he thus found business very quiet; hence the young man's prospects for future success in that vicinity were far from encouraging.

While thus wearily waiting, for days and days, with little to do, brooding over his uncertain prospects, the happy thought occurred to him that he might profitably advertise himself during his spare time by a display of his own skill. Promptly acting upon this idea, he took his paint-pot and brush, and, going up town through Harlem lane and along others of the then popular avenues and drives, he set himself to work painting up in big, bold, black and white lettered signs (abbreviating his name to "Hote"), painted everywhere, "Hote Paints Quick Signs." "When in a Hurry, Send for 'Hote'—on Bowery."

These tersely worded signs, painted on the rocks and fences all along those much traveled thoroughfares, he wisely conjectured, would attract the attention and make a forcible impression upon the minds of business men who frequented these avenues for the purpose of family carriage riding, or speeding their fleet horses after business hours.

It was this unique and altogether original experiment of advertising himself that proved exceedingly fortunate. Merchants and tradesmen being strongly impressed by the novelty of "Hotes" advertisements thus forced upon them, as well as the bold, striking, artistic style of the workmanship, at once orders for "Hotes" quick-made signs began to come to his shop from all parts of the city.

"Hote," upon receiving this sudden impetus to business, which, of course, enlarged his capital, became convinced that the ulterior results from such a small experiment, if more extensively performed, would bring to him other and more valuable business. Imbued with this idea, he visited Messrs. P. H. Drake & Co., who were at that time in the zenith of heir success of "booming up S. T. 1860 X Plantation Bitters," by every available method of advertising. Laying before that firm his new and original plans for the sign advertising of "S. T. 1860 X," in a similar but on a far more extensive scale than he had originally started for himself, these advertisers being wide-awake to everything that would permanently popularize the name of their "Bitters," at once contracted with the young artist to paint their advertising in all the most conspicuous places available around New York, especially in the neighborhood of Central Park and other localities of popular resort. Having completed this, all to P. H. Drake & Co.'s satisfaction, these famous advertisers, with characteristic enterprise, soon after arranged with "Hore" to paint their advertising signs on all lines of railway travel throughout the length and oreadth of the Atlantic Coast States.

It was during this time that "HOTE" showed his enterprise and aggressiveness by constantly following the advancing Union Army; was on hand at the Fall of Richmond, and the day after the surrender was busily engaged in decorating the redoubts commanding the Confederate Capital with the mystic symbols, S. T. 1860 X.



The great success of popularizing the name of "Plantation Bitters" by his new system of "display" soon set the sign advertising ball in motion, and signs at once became recognized as a distinct and valuable factor in directly profitable advertising.

Few people can have any adequate conception of the magnitude of an enterprise like this, or of such a one as that soon afterward undertaken by "Hoth" for H. T. Helmbold & Co., of "Helmbold's Buchu" fame.

During his contract with Mr. Helmbold, under the impetus of their mutual enthusiasm in the new departure, "Hote," within two years' time of hard, persistent work, and under great difficulties, involving not a few privations and hardships, succeeded in painting, systematically, in and near almost every habitable place, in four-foot letters, the words "Helmbold's Buche," which set the natives and travelers everywhere agog with curiosity.

After decorating the Palisades and rocks that line the Hudson, together with all cities and towns throughout the Eastern and Middle States, he transferred his labors to the Western States and Territories, and even as far as the Pacific Coast region. Many parts of the country that are now flourishing in all the perfection of civilization were then a howling wilderness. The Union Pacific Railroad was not yet finished, and "HOTE" was obliged to travel overland by stage and pack-mule routes to complete his great undertaking.

But while in their day Messrs. Drake and Helmbold were probably the most daring and extensive advertisers, others soon followed, who not only took the cue from them, but vastly enlarged and elaborated upon their success at sign displays.

In succession and prominence in the field of outdoor, fence and wall advertising, came, in rotation, the renowned Walker's "VINEGAR BITTERS," which was signed up by "HOTE" with even a greater display than that attained by Helmbold.

Following it came the national displayed signs of "St. Jacob's Oil.," "Blackwell's Durham Tobacco," Warner's "Safe Cure," and those of a host of other successful advertisers, all of whom have since continually employed "Hote" in the painting and extension of what has proved to them to be an immensely effective advertising medium.

Among the latest and largest, and which has, perhaps, become the greatest advertising concern of the present age, is the firm of Messrs. C. I. Hood & Co., Lowell Mass., proprietors of "Hoop's Sarsaparilla." This firm is acknowledged to be the most judicious and aggressive of advertisers that the world has ever known, and who have exclusively employed "Hore" as a contractor to paint their signs everywhere throughout the world.

Where is the person who has not seen and had forced upon his attention the advertising signs of "Hood's Sarsaparilla?" What traveler is there who has not had "handed in to him" on the limited the signs "Hood's Cures" on thousands of barns, fences, etc., from New York City to the "jumping-off place" way "Down East"; then, again, up the Hudson River, and alongside the great railroad trunk lines to Buffalo, Pitsburg—clear through to Chicago, St. Louis, Kansas City, Omaha, Denver, St. Paul, Minneapolis, to the Rockies and beyond.

The magnitude and far-reaching extent of "Hote's Signs" of to-day may be surmised by the casual observer, but can only be comprehended and realized by the business man who considers the immense area of territory over which these signs are displayed, and the millions of people who are inevitably and constantly confronted by them, whether in their own locality, or wherever they may travel, standing out as mute, bold, efficient guides and constant reminders for the various interests that they represent.

From such an humble beginning, upward and onward, this enterprising genius "Hote, Knight of the Brush," has forged his way, steadily, surely and permanently, to a general commercial recognition as the creator of a powerful factor in American advertising, until at the present time there is annually, profitably expended, over half a million dollars for "Advertising Sign Displays," and this for the simple reason that, without prejudice and acceptance of Hote's creed of "Purity in Paint and Honest Service," his sign displays have proved to be of extreme value and sterling benefit to all advertisers who have taken advantage of thus popularizing their name, or the goods they manufacture.

# "HOTE" LET "HOTE" GET YOUR "HOTE"

A Veteran in Experience—"He Knows His Book"
An Encyclopedia on Display

74-76 Madison Street, Chicago

3 Park Place, New York



### POPULAR MEDIUMS.

### MASSACHUSETTS .- New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 3,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

### Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 18,000 daily. One-ninth cent per line per thousand.

#### Boston.

AMERICAN CITIZEN, Boston. Leading A. P. A. paper. 13,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

### ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

### MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 3,000. Largest, most enterprising, third richest county in America.

### COLORADO.—Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

### CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

### Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

### NEW YORK.—Albany.

A LBANY, N.Y., TIMES-UNION has more subscribers than all the other dailies combined.

### New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for copy and rates.
D. T. MALLETT, Pub., B'way & Chambers St., N. Y.

### PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION syndicate of 22 Church MAGAZINES. 35,000 copies into the homes of church members.

TABLE TALK, circulation 28,000. Best for Household Goods.

THE MEDICAL WORLD. Circulation over \$5,000 copies. Best medium to the medical profession.

#### OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

PRINTING INKS—Best in the world. Carmines, 12½ cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application Address WILLIAM JOHNSTON, Manager Printer's Ink Press, 10 Spruce St., New York.

### **Electrotypes**

STEREOTYPE, Linotype and Electrotype metals; copper annodes; Zinc Plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

### Advertising Experts.

ADVERTISE through PARVIN'S ADVERTISING AGENCY, Cincinnati, O. Best papers at lowest prices.

THE NEWS SERIES—the "Court Journals of American Health and Pleasure Resorts." Frank G Barky Publisher, Utica, N. Y.

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# Mutual Reserve Fund Life Home office: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, President

### "FOUNDED UPON A ROCK"

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

### THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 14 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,800 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. DIVIDEND SAVED IN PREMIUMS

"A bird in hand is worth two in the bush.".

DOLLARS SAVED IN PREMIUMS

The flutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of man-agement, has already saved its policyholders over forty million dollars in premiums.

MILLION **DOLLARS** SAVED IN PREMIUMS

"A bird in hand is worth two in the bush."

1895

08,000

\$135,000

MUTUAL RESERVE BUILDING

#### 1881 THE ELOQUENCE OF RESULTS No. of POLICIES IN FORCE, over

No. of PULICIES IN FORCE, over interest income, annually, exceeds Bi-Tonthly income exceeds RESERVE Emergency Fund exceeds Death Claims paid, over New Business received in 1894, over INSURANCE IN FORCE exceeds 750,000 3,860,000 21,000,000 81,000,000 300,000,000

### EXCELLENT POSITIONS OPEN

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.

# ADVERTISE The Hearthstone

# AND DRAW PROFITABLE TRADE

Circulation, 600,000 every month.

Subscription price, 25c. per year.

Advertising rates moderate.

The Hearthstone Pays Advertisers.....

Address, 22, 24 and 26 Reade St., NEW YORK

# IPPINCOTT'S

## MONTHLY MAGAZINE

A COMPLETE NOVEL
IN EVERY NUMBER



J. B. LIPPINCOTT CO.
Philadelphia, Pa.

### T. C. EVANS

Places advertising for every known business

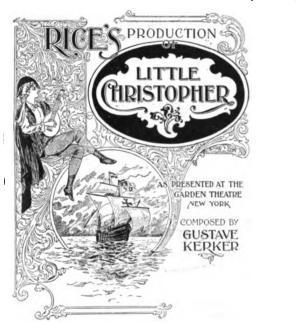
> In the mediums that bring the best results

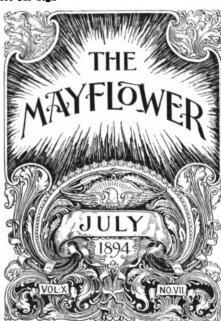
WRITE TO HIM AT

45 Milk Street, Boston



Reduced from 42-inch Street Car Sign





Specimens of My Work, Reduced from Original Covers

If you are in the market for sketches to illustrate your advertisement, or for purpose of printing in pamphlets or other matter used to bring your goods more prominently to the notice of the public, it is my business to originate ideas and to make such sketches as will attain this end. If you furnish me with information as to what special purpose you may use these sketches, I will name price and be pleased to give any other information necessary.

H. C. BROWN

80 Fifth Ave., New York

ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume 1X., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

Address all communications to

ART IN ADVERTISING CO.

80 Fifth Avenue,

New York.



# The Winthrop Press





Everything in the Printing Line—
Quick—Right—Fair Prices



The Winthrop Press
32=34 Lafayette Place
New York

Z

# \$\$'5

### Contributed

In round numbers during 1894—and it was a hard year—the average contribution to church work from each communicant member of the denominations reached by these papers was as follows:

Put Them On Your List

### PHILADELPHIA

I IIILADELI IIIA		
Lutheran Observer	8	50
Presbyterian Journal	16	00
Ref'd Church Messenger	14	50
Episcopal Recorder	17	50
Lutheran	- 8	50
Christian Instructor	16	75
Christian Recorder	3	00

Write to us for fuller particulars.



Religious Press Association Phila.

Will you think out (there isn't space here for us to tell) how this points to people with homes, able to buy what they want and with money to give to good causes?

> Are not they the people

with whom you want to do business?





A CORRECT STATEMENT of the number of copies issued to subscribers is given every week in

### The Sunday School Times

This, coupled with the money-refunding guaranty to subscribers as to advertisers' trustworthiness, makes both

# Advertiser and Subscriber

Sure of what they are getting

Present issue over

### 158,000 COPIES

weekly to paid-in-advance adult subscribers, the active church-workers in different denominations—15,000 more than at the same date last year.

High-class circulation for less than one-half cent per line for 1,000 copies issued.

Write to us for fuller particulars.



Religious Press Association Phila.



### DISPLAY FORCE

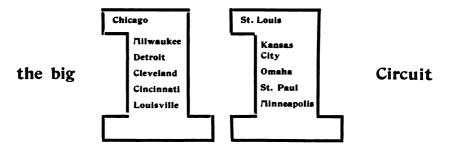
No other of the operative elements in advertising enters into the above, but it has produced a more profound impression upon certain huge populations probably than any display advertising that was ever done.

All recent advertising proves the omnipotence of simon-pure display power.

No agency or influence exists which presents such

IMPRESSIVE EFFECTS as

### "THE GUNNING" SYSTEM throughout

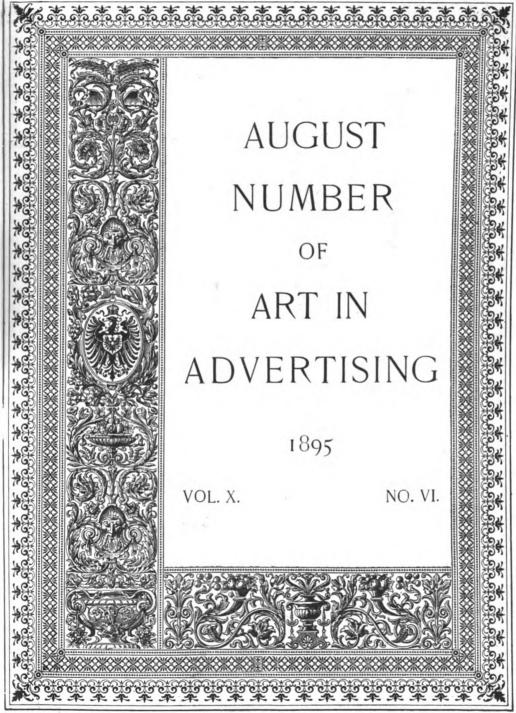


### THE R. J. GUNNING CO.

Executive Offices
CHICAGO

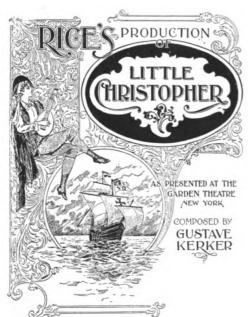
GENERAL CONTRACTORS IN PERMANENT OUTDOOR DISPLAY

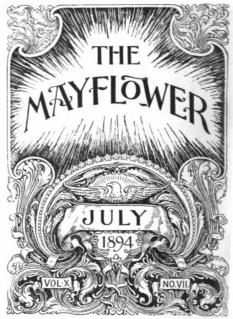
THE WINTHROP PREAR 32-34 1 AFAYETTE PLACE, NEW YORK





Reduced from 42-inch Street Car Sign





Specimens of My Work, Reduced from Original Covers

If you are in the market for sketches to illustrate your advertisement, or for purpose of printing in pamphlets or other matter used to bring your goods more prominently to the notice of the public, it is my business to originate ideas and to make such sketches as will attain this end. If you furnish me with information as to what special purpose you may use these sketches, I will name price and be pleased to give any other information necessary.

H. C. BROWN

80 Fifth Ave., New York

Entered at the Post Office at New York as second-class matter.

VOL. X.

AUGUST, 1895.

No. 6.

Published by The Art in Advertising Co. 156 Fifth Avenue, New York. Chicago Office, New York Life Building. London Office, 45 Holborn Viaduct.

H. C. Brown, President.

E. L. Sylvester, Editor.

Copyright. All rights reserved.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

### A DEFENSE AGAINST THE SUB-STITUTOR.

T seems quite reasonable to suppose that if the evils of substitution were calmly discussed some practical plan might be devised that would mitigate the evil if not wholly suppress it.

In our opinion it is not the man who sells the imitation stuff who should be attacked so much as the manufacturer of the substitute. were kept busy defending all manner of lawsuits it seems to us that the road of the imitator would be made much harder and a good deal less profitable. Hysterical attacks by the press on the local dealer do not amount to much. Abuse costs him nothing, and too much virulence is calculated to defeat its own object. What is wanted is a National organization, to which all complaints of this nature could be referred. Nearly every advertised article is protected by a trade mark or some certain distinguishing characteristics which afford protection if properly defended.

The law is something which the average business man avoids whenever possible, and in the case of an advertised article the attempts at imitation eventually become so numerous that a great deal of fraud is allowed to go unpunished from the very fact that the time and labor demanded to suppress the nuisance is frequently out of the question. The advertiser has become so accustomed to this form of robbery that he has come to regard it as one of the attributes of his business.

It has occurred to us that ART IN ADVERTISING might serve a useful purpose to the trade if it took up the idea of a National Defensive League and endeavored to create an organization to which the advertiser might appeal for assistance under such circumstances. It is not quite practical to print in this number all the details of such an organization, as it occurs to us at present, for there are many firms who can make valuable suggestions and whom we hope to hear from before laying the plan in its entirety before our readers. But the main point would be to equip a Law Department, to establish correspondents in various large cities and to get the machinery in motion for the proper collection of evidence and make all the needful arrangements for a vigorous prosecution. All that we hope will be necessary on the part of the advertiser will be to report such infringements of his rights as come under his notice, and the League will do the rest.

The same League might be influential in many other directions, but for the present we will confine ourselves to the substitutor. We earnestly request the coöperation of all our readers who may be interested in this subject, and will be glad to print an expression of their views in our next number. We are open to any suggestion or any idea that can be utilized. We want as many opinions as we have readers; we feel confident that some practical good will come of our effort, and we will be glad to acknowledge assistance wherever we find it.

THE state of business the present summer is so much better than we have had for two years past that it seems like old times. prospect for a lively fall is everything that could be desired. There is likely to be considerable activity among the soap men, always good friends of the publisher. The Lever Bros. of England, who have had a phenomenally successful career on the other side, have established headquarters in the Mercantile Exchange Building, in Hudson street, New York, and have made some preliminary contracts looking toward the introduction of their celebrated Sunlight Soap. This firm justly ranks among the most progressive of English houses and are great believers in the power of publicity. The present opening is merely a forerunner of what will follow. The Ivory people are in the field quite extensively and Pears is keeping his end up. Colgate is doing a little in the dailies, and altogether the indications are that the soap trade will be in a state of unwonted activity.

In a general way, it may be said of all advertisers that the returns have so much improved that the apathetic feeling which has prevailed during the past three years is now practically over. This, in a measure, is due to the improved condition of business at large. It is difficult to realize that only a year ago the country was deluged by worthless, idle cranks, marching on to the Capitol—or that the army of unemployed was so great as to be a menace to

the peace of the commonwealth. Twelve short months ago Debs tied up the commerce of the country in one of the most disastrous strikes the nation ever experienced. To-day this preposterous and ridiculous fellow is in jail, where he belongs; instead of idleness we hear of increased wages and a scarcity of help. Prices in all the great staples have advanced. The prospects of a good corn crop are more than good-they are practically assured. Nay, more -the yield will be almost double that of normal years. And, as we have no foreign competition on that score, the price will be the same as usual. It is a fact in history that the years of a failure in the corn crop are years of business disaster. And years of bountiful crops are years of business revival.

THE political situation contains nothing of harmful portent. It is apparent to all interested that the sound money men will easily defeat the silverites when it comes to the test. The party that meddles with the tariff for the next two years will commit political suicide.

Altogether, the outlook is highly encouraging.

THE ignorance of the average British editor where America is concerned, has long since ceased to excite wonder. American affairs to a Frenchman are simply past finding out. The following extract from La Figaro, in reference to the municipal situation in New York, is worth reprinting:

Strong, whom they invested for a few days with a sort of illegal but respected dictatorship. This honest man did his duty; he removed and replaced the Chief of Police and half a dozen Judges of first instance; no one objected, because the sound part of the population was inflexibly determined to have his decisions obeyed. Yesterday his extraordinary powers came to an end; he has resigned them and withdrawn once more into obscurity and rest.

If our subscribers who would like some of their friends to see this journal will kindly acquaint us with the fact we shall take pleasure in mailing them specimen numbers. While, as a rule, we are opposed to sample copies, there are times when it is advisable to let down the bars. We are also open to a few desirable exchanges.



### LONDON LETTER.

By T. B. RUSSELL.

made of various opportunities for what may be called "snap-shot" advertising in Europe is much greater than in the United States. In railway waiting rooms there are always a number of handsomely-framed show cards, generally advertisements of steamship lines and so on, not necessarily connected with the railroad that owns the waiting room On the center-table will be probably a handsomely-bound book or two, designed to be examined by people waiting, and often provided with little sloping desks of solid oak. These books contain a number of pictures, interleaved with advertisements of hotels in various towns, and of other things. There is a religious society which pays some railroads an annual subvention for the privilege of placing Bibles in the waiting rooms. It is a humiliating detail that the sacred volume is

AM often told by Americans that the use

always chained to the table. I have sometimes seen people reading the Bibles; I cannot say that I ever saw the hotel books being examined.

If you elect to wait in the refreshment room, which is a feature of all railway stations, you will see an array of extremely handsome cards, in substantial frames, advertising various brands of whisky, wine, mineral waters, condiments and the like. One wonders where the pay for this comes in. But the explanation is pretty simple. The renting of a wall space in the refreshment bars is a condition of the goods being kept for sale there at all, the refreshment contract for the whole of the stations on the road being in the hands of a single caterer.

In hotel parlors there are always a number of well-bound books, containing views and guidebook matter interspersed with advertisements. Even in one's own room at an hotel a book of some sort is likely to be found. In the hotel office, or somewhere about the entrance halls, and almost certainly in the smoking room, will be wall frames with miniature theater bills. When you land from a steamer you are very likely to be presented with some advertising matter or specimen copies of minor "society" papers. Somewhere about in most restaurants there are similar theater bills; and the railway companies furnish their time tables with strong leather hangers to keep them into all important restaurants and hotels. These are advertisements, too; but they are kept for the convenience of customers primarily, and if they didn't come free would in most instances be purchased by the restaurateur on that account, as Bradshaw's Universal Railway Guide and the A. B. C. Guide are now.

On a restaurant menu the other day I read the line "Spaces on the looking glasses in this restaurant to let for advertising, address the manager." The proprietors of Bovril (Johnston's Fluid Beef) and of Stephens' Inks have long been in the habit of furnishing finger plates for the doors of retailers selling these goods, and Mr. Stephens has a very handsome enameled iron thermometer in various sizes for affixing to the shop fronts of stationers selling the famous blue-black ink. In summer these things should be pretty good advertising; the inscription is "Stephens' Inks for the hot weather." I have noticed (from outside) a small title-advertisement etched in color on the lamp glasses of public houses (saloons); and, in fact, very few opportunities of "dodge" advertising are neglected.

In the streets, strange to say, it is only of late years -almost of late months - that the use of handsomely decorated wagons for street use has been anything like extensive. We have had occasionally something of the kind. I think about the beginning of it was a light one horse wagon, imported some twelve years ago by the then agents of the Richmond Gem Cigarette, Messrs. H. K. Terry & Co. From time to time someone gets up a decorated cart or fourwheeled cab. At present five or six important firms are running street carriages bearing adve tisements in London. One of the handsomest in Great Britain is a two-horse wagon used by my friend, Mr. Joseph Wright, of Glasgow, manufacturer of the well-known "Drooko" umbrella.

of which I send a photograph. This is a very high-class affair, the horses used being an exceedingly handsome pair which cost a large sum to match, horses always being dear in pairs for that reason. Mr. Wright also runs carriertricycles with advertising boxes.

It must be understood that all these things are vehicles used in good faith for the conveyance of goods, the police regulations in British towns not permitting the use of the streets by vehicles for advertising alone. Messrs. Perry, Davis & Co. (Pain Killer) had a very high-class van and team which went through the country carrying supplies and advertising matter to chemists; that is another matter; the streets cannot be used for a preambulatory advertisement, though we have "sandwich men" who are allowed to walk in the gutter carrying boards that must not exceed a stipulated size. This is a thing that has been greatly improved of late, the men having to carry a board strapped to their shoulders and braced upon an iron frame over the head, in addition to the routine chest-and-back-boards. In a future letter I may give a picture of one of these men.

Our local railway cars carry advertisements inside—some of them; but that is not a very well-developed medium. In long distance cars the only advertising carried is usually an announcement that in some towns on the roads are hotels controlled by the railway company. One line has the very sensible addition of a map showing the stations on its route. Another has framed photographs of places touched, and very beautiful things they are. You must not forget that saloon carriages are the exceptions here. We mostly travel in boxes like a cab, the passengers facing each other, in rows of five, on two seats placed crosswise. A three hundred mile journey in such a carriage is very fatiguing.

Street traveling here is done more by omnibuses than by tramway cars, though the latter have been here twenty years, and are extending all the time. When they first came here (from America) the populace tore up the tracks and mobbed the workmen that laid them; but the thing has grown and, though the tradespeople in the streets traversed do not like them, they are popular and convenient. The advertising spaces inside are, however, very often vacant. On the windows are fixed transparencies of



A LONDON 'BUS.

gelatine paper, and the makers of Nixey's Black Lead have lately furnished enameled iron finger plates for the doors, bearing, of course, an advertisement.

In omnibuses the advertising spaces inside are not of much account; but the outside of these vehicles is simply crowded with enameled iron advertisements. The weight must be enormous, for a square foot of enameled iron weighs about forty-two ounces, and there are a good many square feet thus covered on a vehicle. Aluminum has been suggested in the interests of the horses. How far the thing goes is very aptly shown in the annexed Kodak photograph, very obligingly furnished me by my friend, Mr. George Dickman, of the Eastman Company. The

omnibus companies furnish the enameled signs, fix them in position and keep them clean at a yearly rental. A good sized sign costs about £2 per year per omnibus, a little under ten dollars; this gives a rough idea of the expense. There are, I suppose, about three thousand omnibuses in London, taking all the companies together. One company nets about £8,000 a year for its advertising boards. A very striking sign has been used on them during the past year by the proprietors of Carter's Little Liver Pills.

In other street advertisements (but not in this) London is behind Paris, the proficiency of which metropolis in this class of publicity I had lately occasion to remark upon. Thus we have very few advertising lamp posts, though Messrs.



A LONDON LAMP-POST ADVERTISEMENT.

Walter Hill & Co, Limited, have made an attempt at the scheme, and I send a photograph of one of their stations. There are no kiosques or illuminated stands of the French type.

An advertising agent was summoned before a magistrate and fined last week for sending men out w. advertisements in an army uniform. The use of "Her Majesty's Uniform" for advertising purposes was interdicted by special act of Parliament last year, and this was the first conviction under it.

THE "free insurance included" scheme is now such a commonplace of English journalism that it has come to be rather a distinction in a newspaper not to guarantee a consolatory gift to anyone fortunate enough to be killed with a copy of the So-and-So on board him. A smart reviewer described the first issue of a newspaper called The Hour, which, by the way, has not gone

yet beyond a "preliminary" or prospectus issue, as "a very handsome, illustrated insurance policy." It certainly was rather loaded with insurances of various kinds. Even such papers as the Sketch have adopted the fashion set in this country by Tit-Bits; and there is one London daily, the Morning, published at a halfpenny (there are only two halfpenny morning papers in the metropolis), that contains an insurance coupon. Pearson's Weekly not merely insures railway travelers for £2,000, but footballers and cyclists in their seasons for £100 apiece and also householders-the latter to the extent of £20 against burglary! From papers the craze spread to other things, and we have "insurance braces" (suspenders), "insurance corsets." and the like. But the newest development is an insurance menu, handed to guests at a restraurant in the Strand. The folded menu has printed on it a counterfeit presentment of a red tape tie-up. and a red circle in the form of a seal, like the red disk on a Remington typewriter.

THE London Daily Telegraph-I hope the printer will not put London in italics, because the paper is not called " The London Daily Telegraph," but simply " The Daily Telegraph," published in London-has made a great strike by talking up a national testimonial to Dr. W. G. Grace, the famous cricketer, who lately scored his hundredth innings of a hundred runs and upward apiece in first-class cricket. He has been a first-class man at the game ever since I was a schoolboy, and I am thirty now This sort of thing is no doubt a great advantage to a paper, and I hear that the idea of a national subscription to Dr. Grace was actually offered for sale in Fleet street to more than one newspaper. I don't know whether Sir Edwin Arnold purchased the invention of the ingenious proprietor, or whether the Daily Telegraph people invented it "on their own," and independently. The Daily News-the great liberal paper-not to be outdone, sent the hat around a day or two after for the distressed Armenians; but the Telegraph has scored for itself one of the most splendid free advertisements on record by the Grace testimonial, which at the time of writing totals £2,000 (two thousand pounds or \$10,000, circa).

LONDON, June 28, 1895.

### CHURCH ADVERTISING.

F Rev. Edwin Milton Fairchild were engaged in a mercantile business he would be an extensive advertiser This decision the writer arrived at after a conversation with the clergyman on the subject "Why should a church advertise?" When Mr. Fairchild inquired why he had been selected to talk on this subject the answer was that the Unitarian Church, of which he is pastor, is the best advertised church in Troy. Rev. Mr. Fairchild has resided in this city less than two years, taking hold of the church after its financial affairs had been allowed to run down. He commenced work by devoting his every effort to the building up of a church for the people regardless of their religion or creed-"A church that would enrich and ennoble the life of the community." He has already made rapid strides in the direction of the fulfillment of his hopes, and his many departures from the common every day methods of doing church work have attracted the attention of all classes. How successful his methods have been will be told later on. His work, or rather the work of the church under his enterprising direction, has been wonderful. Yet he says he is only experimenting with the various ways of reaching the people. He realizes that the Unitarian Church represents a great and glorious undertaking, but the work has not yet been well enough established to enable him to advertise it fully and completely. The youthfulness of some of the work, the lack of means and the fact that the general public is still ignorant of the great purposes of the Unitarian Church are difficulties to be overcome. When these have been overcome and the experimental stage past, then will be inaugurated new and more extensive schemes for advertising the work of the church. One need not be surprised to pick up his family paper some day and to find in it displayed an attractive advertisement of the Unitarian Church, its purposes and its advantages. Mr. Fairchild is rapidly achieving the success his efforts so richly deserve. The writer is prompted to make the last prediction relative to some newspaper advertising scheme for this church by the suggestive query mide by Mr. Fairchild: "How should churches advertise?" a question that the writer was not then prepared

to fully answer. Mr. Fairchild is a young and exceedingly magnetic man. He did not say that he had ever done any newspaper work, but his methods and his writings suggest some experience.

"Perhaps one reason why the church does not advertise," said Mr. Fairchild, "is because it does not have an extra amount of money to expend. The church is a social institution, and instead of running after the people through the newspapers it holds back for the people to pay attention to it. This is a matter of delicacy. I might liken the church to a charming young girl. She does not advertise her charms. But we do advertise indirectly and we may come to newspaper advertising. At present the Unitarian Church of Troy is confining itself to the use of circulars, although we do use the newspapers considerably for local church news." Here the clergyman places in the writer's hand a dozen or more advertising circulars which are different from the tracts so much in vogue a few years ago. The advertising circulars issued by the Unitarian Church are cleverly conceived bits of advertising matter, and any business man would be proud of them, as well as gratified with the results they effected. The samples show that Mr. Fairchild is a believer in printer's ink. Mr. Fairchild said: "Occasionally I use the newspapers to get before the people such particulars of the work we are doing which I believe they will have at least a passing interest in. I have been prompted more than once to send communications to the papers, and in this way discuss current topics impartially and from the standpoint of the expert in ethics and religion, but do not avail myself of this privilege as much as I would were I a resident of Troy a longer period and better acquainted with the local conditions. We have something good to go before the people with. This, I believe, the Unitarian Church has. It is open seven days each week for the benefit of the community. No other Protestant church in the city is thus active. I believe the church should be more than a preaching station. The church should offer to the people opportunities to improve themselves rather than to provide something interesting which someone else has

worked up. This church is now experimenting, and when we get the correct thing we will advertise. Advertising is not the force which draws the people; it is only the means of conducting the electric current. The current is personal energy, and is the ideal the man sets forth. At present I think that this church should advertise by personal appeals and explanations. My first duty after coming to Troy was to study the community and devise ways by which the church could exert itself for the enrichment of the community. This led to the formation of the Troy Children's Neighborhood Library, and later of the Young People's Personal Improvement Club. Both organizations are non-sectarian. Religion is not taught in connection with either. In less than one year the Children's Neighborhood Library has reached a membership of over 1,100, which includes children of all creeds, and the Personal Improvement Club is also successful." Mr. Fairchild's plan of circulating his literature is both original and effective. On a little shelf in the vestibule of the church are placed announcements, circulars and other advertising matter. Above the shelf is a neat sign: "You are at liberty to take what you wish of these announcements and without asking permission." In a rack on the back of each pew of the church are other copies of these announcements and circulars which the occupants are likely to read and carry home. Mr. Fairchild does his advertising in such a systematic manner that he can tell when any of his leaflets have been taken. Mr. Fairchild is looked upon in Troy as a very thorough and painstaking clergyman. The advertising has no doubt much to do with the success of the church during the past year. During that period the membership of the church, not large at present, has increased, however, about thirty per cent.

J. E. WILLIAMS.

TROY, N. Y.

THE publishers who grasp with a glad hand the manuscript of Miss Laura Jean Libbey ought certainly to use more discrimination in their selection of mediums in which to advertise her stories. The following quotation is from the New York Sun's columns, and the point we would make is that the constituency of this particular paper could by no possibility be made to believe

that Miss Libbey was a second Shakespeare (and improved). The advertisement itself is not bad, including the reference to Billy. Everyone has always believed that the depth of imagination of Shakespeare could never be equaled. It has taken the world over four hundred years to produce a work equal to it. One has to read the book "When His Love Grew Cold" to realize the profound grandeur of this wonderful study of human nature. Miss Libbey is to be congratulated. She has certainly proved conclusively that Shakespeare has been rivaled—at last.—Adv.

Miss Libbey lives in fine style in Brooklyn, with a colored coachman, footman, butler, etc., etc. She has proper contempt for the trash she writes and for the people who read it, but is consoled by the princely income which her work provides.

### **GRAND RALLY**

\_AND\_\_\_

# Mass Meeting

AT THE-

Newtonville Methodist Episcopal Church

## CONVENTION SUNDAY EVENING, JULY 14

IN THE INTEREST OF THE CHRISTIAN ENDEAVOR CONVENTION

REV. J. A. RONDTHALER, D. D., Pastor of the Tabernacle Presbyterian Church of Indianapolis, and popularly known as

### THE INDIANA CYCLONE

will make the address.

DR. RONDTHALER has addressed more state conventions than any Christian Endeavor worker except the founder, DR. CLARK, and is the breezies1 and one of the most eloquent speakers who will address the great convention

## COME AND HEAR HIM! SPECIAL MUSIC! ALL SEATS FREE!

A RELIGIOUS CIRCULAR FROM DOWN EAST.

Digitized by Google

### SHOULD ADVERTISERS BE GRAMMATICAL?

By Joel Benton.

S it desirable to speak and write correctly on topics relating to mere matters of business? Or is good language, like our Sunday and holiday attire, to be used sparingly and brought out only on eminent or State occasions?

There are some who think it matters little how this question is answered; that literary canons do not count in business; and that slight slips away from the rules of grammar are not to be much considered. Those who are of this opinion would term the sticklers for correct speech in an advertisement either pedagogues, who wish to air their function and superiority, or else they are fastidious and finical purists. According to the writers who give "indulgences" against Lindley Murray, if you only speak forcibly and to the point, avoiding diffuseness and bad manners, you have secured about all the virtues that are necessary in the language of a public announcement.

I cannot quite agree with this easy conclusion; though I admit freely enough that a very forcible advertisement can be written that shall contain grammatical errors. But such an advertisement will not gain its force from those errors, nor will it lose any vim and vigor if some careful hand should charitably eliminate them before the contribution goes into type. For a grammatical error is a blemish wherever it is found, and a blemish is a weakness, sure to be felt at some point or in some way.

No doubt illiterate people use strong and vigorous words and put them together with frequently excellent economy of space. They avoid the Latinized and ornate expressions of more cultured people, and their sentences, like a straight line, are often the shortest distance between two points. For these reasons they are usually pungent and telling. It may be said, too, that if the grammatical errors are not flagrant they will be noticed by but few, and even then not with serious attention or criticism.

I admit that a man too professionally literary, like Walter Pater or Matthew Arnold, might not write, de novo, so good an advertisement as some simply rough blacksmith with words, who

would not be euphemistic because he doesn't know how to be, and who might be practical from innate business tact and real business experience. But I insist that it is not well to misuse language, and that for every ungrammatical phrase which seems to have primitive power and aboriginal strength there can always be put an amendment which will save the power and insure the added value of grace and correctness.

In a great number of otherwise good advertisements you will often see "don't" used for "doesn't." It is true we are, all of us, apt to make this error colloquially in our careless talk, while many well-known writers and public speakers-Henry Ward Beecher, frequently, while speaking-have committed the same blunder publicly. But, should we deliberately embalm it in type for the distress of good ears, even if we do not care for the opinion of the critical daws who peck at it? In speaking of an unshrinkable cloth no one but an Indian or a young child would say "It do not shrink." Then why should we say "It don't shrink"which is the same thing—when we mean "It doesn't shrink"?

This error, to be sure, is almost a consecrated one; but it is reprehensible, none the less A geographical grammatical error, because it belongs to certain sections of the country almost exclusively, is to be seen below, where Mr. Smith, a country merchant, says:

"I sell fashionable goods like Stewart of New York does."

But he doesn't, evidently, deal in fashionable language.

When a doctor advertises—as those who defy the professional rules often do-that he

"Cures dipthery, rhumytism, besides other ales to which flesh is heir to"

I feel sure that the public would be much more likely to believe his story if he had first got some schoolmaster to help him tell it.

But I did not set out to give illustrations on this topic, and it would require too much space to offer even typical samples of those which will readily suggest themselves to the intelligent reader. It is a fitting conclusion to say that since correctness of expression is impressive, even to the illiterate, whether they know themselves how the felicity is accomplished, the advertiser who uses it has the whole public as his admiring listeners; while he who cares nothing for this thing will at least meet silent criticism, if he does not fall into inferable disrepute.

The suit brought by the Price Baking Powder Company against the News-Record of Fort Smith, Ark., for alleged breach of contract has at last been concluded, with a verdict against the defendant. The facts brought out in this case, as set forth by the Fort Smith Democrat in a recent issue, are rather entertaining and we reprint them in part, as follows:

The Price Baking Powder Company, of Chicago, contracted with the News Record for a full page advertisement to be run one time on the first page of the News Record on any day of the week except Saturday and Sunday. The advertisement was run September 23 and the bill sent in to the house September 23 proved to be Sunday and the company refused to pay, but wrote Mr. Kendrick (editor) that if it would run the advertisement according to contract he would be paid.

Then Mr. Kendrick, according to the testimony of C. H. Finnegan, foreman of the *Times* office, and Mont. Wheeler, job printer at Thrash's, caused to be printed five dummy copies of the *News Record* of October 18 and apparently a regular edition of that paper. These five dummies were then sent the advertiser, purporting to show that the advertisement in question was run in the *News Record* of that date, and on that showing received his pay.

Files of the paper were introduced to show that the advertisement did not run through the regular edition of October 18. This is about all there was in the government's case. There was no dispute of the facts.

The defense set up that the publication of the advertisement on Sunday was worth more than on the day contracted for and that the advertiser got full value for his money. A number of the best merchants in the city were placed on the stand and they testified that Sunday advertising was worth more than week-day advertising.

Mr. E. H. Brown, of Chicago, representing the Price Baking Powder Company, was a very interesting witness to newspaper men. He is one of a class of men that rarely get on the witness stand so far away from home. The Price Baking Powder Company is one of the largest advertisers in the United States. It does its own advertising, dealing direct with the newspapers instead of through an advertising agency. It keeps thirty men employed in checking up advertisements. Running their advertisements in thousands of papers on many kinds of contracts, it keeps men employed all the time watching after the papers to see that advertisements are inserted, and if inserted, to see on the proper page, in the proper position on the page, on the proper day of the week, etc., etc. Mr Brown is the supervisor of the checking force of the advertising department of the Price Baking Power Company. In answer to the question why they stipulated that their advertisements were not to be run on Sunday. he said that local advertisers generally so crowded the papers on Sunday that foreign advertisements were discounted-that is, an advertisement that would be conspicuous on a week day would be but ordinary on Sunday, because of so many others as large or larger.

Why doesn't some enterprising advertiser utilize the hand organ? As a medium for the display of signs it offers unusual advantages. It is not only, in its travels about town, constantly before the eyes of the public, but is, at frequent intervals, the center of attraction for a crowd of people.

Come to think of it, there might be some happy combination of tune and ad, which would "bring down the house." For instance "Sweet Marie" would be accompanied by the information that—

"Sweet Marie uses Cowcumber Toilet Soap" or rides a "Rumbler Bicycle" or buys her hats at Blank's—whatever the nature of the advertisement might be. And so on through the entire repertoire. No charge for the idea.

QUOTE prices in your advertisements if you wish to attract public interest.



### THINGS WELL DONE.



OW a good car differs from a poor one and how to get it" is the title of a handsomely printed and substantially bound volume of 172 pages, issued by the Brownell Car

Co., of St. Louis. The book is profusely illustrated in half-tones and shows that neither care nor expense has been spared in its preparation. The book is by J. E. Powers.

"What Others Think of Us," is the title of a very elaborate book sent by the Michigan Stove Company. The front cover design, in green, red and silver, is striking and artistic. The printing throughout the book is in three colors, the numerous half-tone illustrations being also in color and extremely well done. The presswork is by The Matthews-Northrup Co., of

Buffalo. The Michigan Stove Company's "Perpetual Calendar" is another advertising device which we notice with much pleasure. comes to us carefully boxed and consists of a stoutly-made, canvas-covered book or portfolio, tastefully decorated in green and silver and fastened with a metal spring-"catch." portfolio is well filled with some of the company's choicest advertising matter.

The Baltimore Engraving Company sends a

bright folder with a striking cover design.
"Kitchen Comfort" is a booklet copyrighted by the Stamford Foundry Company and devoted to the interests of its cooking-stove and range improvement, by means of which the heat and smells are carried up the chimney. The page illustrations, reproduced from photographs, are beautifully printed as is also the entire book. The work is that of Mr. J. E. Powers. Bartlett & Co., printers.



A GOOD AD.

Mr. Charles Austin Bates has issued a dainty brochure of twelve pages, with a bright yellow cover and some very pretty illustrations, the latter printed in a delicate blue. "The Art and Liturature of Business" is what Mr. Bates has to talk about, and the booklet is written in his personal interests. The Lotus Press.

A "Souvenir of Historic Boston" comes from Comer's Commercial College of that city. The souvenir is a twelve-paneled folder of small size, profusely illustrated with well-executed half-tones, showing buildings and other objects of historic interest.

The "New Registered Newspaper-Maps of Australia and South Africa," respectively, have been forwarded to us by the publishers, C. Mitchell & Co., of London, and strike us as being an extremely good thing. These maps have been prepared with a special view to interesting and assisting the advertising fraternity, and are therefore not overcrowded with extraneous matter and information. They are beautifully printed and should prove invaluable for quick reference.

Paper and Press for July is a very attractive publication, and gives its readers, in addition to the usual good matter, a beautiful page reproduction from water color painting.



"Christian Spiritual Furniture" is the title of a demure and primitive-looking pamphlet, ornamented on its front page by an old-fashioned wood cut, on its inside pages by some very orthodox prayers and sermons, and on its back cover by a tobacco advertisement. The sermons are good and so is the ad. Whether the combination is good will depend entirely on who gets hold of the booklet. The advertiser is the Kentucky Tobacco Company, of Owensboro, Ky.

"THE BOSTON PICTURE BOOK," issued by Irving P. Fox (No. 8 Oliver street, Boston), contains over one hundred interesting views in and about the "Hub." The size is about 6 x 9½ in.

THERE are no advertisers who use a handsomer line of lithographed work than do Lever Bros., of Sunlight Soap fame. Four beautiful, large posters sent us by this house are entitled, respectively, Besieged, On Guard, As Good As New and The Wedding Morning. The original of each picture is the work of an artist of established reputation, and the mechanical reproduction is most successful.

We reproduce the poster "On Guard" in black and white.

A PARTY of representatives of the St. Louis Republic is making a tour of the State of Texas in an official car of the M., K. and T. Ry. The object is to exploit the great State, its resources and attractions through the columns of the Republic. Among the gentlemen who will enjoy this delightful trip are A. K. Hammond, Advertising Manager; C. F. King, John M. Nuckols, Jr.; Charles Champe, James Barker, G. P. and T. A. of the M., K. & T. R. R.; Superintendent Lyons, General Auditor Geo. J. Pollock and Trainmaster Finney.

WEINGARTEN BROS. are using an attractive line of magazine advertising with deservedly good results.

One of the best signs to be seen just at present in the street cars is that of the *Morning Journal*—which fills a double space and shows a number of small figures, eoachman, gardener, waiter, housemaid, etc., against a dark blue background.



FROM A POSTER IN COLORS.

### ADS. THAT HAVE INFLUENCED ME.

WAY back some twenty-odd years ago I can distinctly recall the impression made upon me by Doctor Walker's California Vinegar Bitters. I am sure there must have been other bitters advertised about the same time, but my memory retains only the one. my immature mind Dr. Walker loomed up on the horizon along with Cæsar, Hannibal and Napoleon. It was not till many years after that I learned that there was no Dr. Walker, never had been any Dr. Walker, and that the famous Vinegar Bitters were owned by a thrifty Scotchman who subsequently built a bank out of the proceeds and finally lost his money in wheat.

Another famous figure that shone resplendent in my salad days, was the heroic proportions of a fine old monk who went about relieving pain and curing all manner of evil things. To this day I can feel the awe-inspiring thrill with which this truly wonderful sign impressed me. I came upon it on my return from the Orient. Situated on a commanding eminence near the famous Cliff House in San Francisco, it was the first sight that greeted the weary eye on approaching the harbor of the Golden Gate. Clad in the garb which tradition has sanctified and custom made familiar, the kindly face of the good old friar fairly shone as he pointed to the bottle of St. Jacob's Oil in his hand, guaranteed to cure

whatever you had. I became strangely attached to the good old man. He followed me all over the country. In vain did I seek to contract rheumatism, neuralgia, enlarged joints, etc., etc. I continued in a state of beastly health. There was nothing he could do for me. But I reveled in the thought of the good he was doing to others. I bade him a sorrowful farewell in New York harbor one glorious autumn day; but when he turned up in London, and afterward in Australia, I began to tire of my pious acquaintance, and cut him forever. As time rolled on I learned to my dismay that St. Jacob's Oil, under the name of Keller's Magic Liniment, had been a total failure and that my old friend was simply a means to an end.

Then I recall the amazement with which I learned that a new soap had been discovered which would float. I thought that was impossible, but the signs were too portentous. "Ivory Soap, It Floats." There was no mistaking that. But I refused to be convinced till one of their people called at my office and left a small sample with a request that it be tried. Strange, isn't it, that the thing which may be considered the least effectual is sometimes the most potent influence after all? I took the cake home and was converted. I never think of soap nowadays except in connection with "it floats."

On the whole I must say I have enjoyed all the soap makers' advertising. Colgate's ads. always produced in my mind the sensation that it must be a delightful article. I rather think the name had much to do with that - Cashmere Bouquet. That simply opened up a whole train of delightful thoughts about flowers and perfumes and romantic scenery. The Vale of Cashmere-yes, I remembered that from my schoolbooks, and I knew it was in India, where everything was strange and wonderful. Then there was Pears. I think I derived more positive pleasure from Pears' advertising than almost any other. I recall the statue of "You Dirty Boy" with the keenest zest, even to this day. Then they had a very catchy jingle that stuck to my mind for days after:

"This is the way we wash our hands, Wash our hands, wash our hands; This is the way we wash our hands With Pears' soap in the morning."

Nothing very remarkable about that, I'll admit, yet it made a pleasant impression. Babbitt had some very good panels which he gave away, and I have one or two of them now. Lautz Bros. had some also, and so did several others. One of the best panels I remember was the two little Coons in a tub, issued by Fairbanks. Kirk & Co. made me smile once over a dig they gave the Ivory people. At that time Ivory had those interchangeable signs everywhere, which from one side read "Ivory Soap," and from the other, "99-100 per cent. pure." Kirk came out with

### AMERICAN FAMILY SOAP. 100 PER CENT. PURE.

I must confess that I am indebted to the advertisers of America for a much more comfortable existence than would otherwise be possible. What with the unprogressiveness of the average storekeeper and the reluctance to buy on his own judgment, the search for new things would be a hopeless task. From the columns of my favorite periodicals I am quickly posted as to novelties, improvements and countless other conveniences. By this means I learned of that very useful article, the Christy Bread Knife, the Hump Hook and Eyes, Dr. Warner's Corsets and S. H. & M. Skirt Lining, Franco-American Soups, and I don't know how many others. Poked away in a small town, as I am, it would be utterly impossible to get any of these things but for the advertising. I wish, however, that people who can, would always quote prices and say where I could get the goods in case my dealer did not keep them. The delay caused by this failure sometimes puts me quite out of the notion of buying them.

It does not seem to me in reading over this article that I have enumerated half the ads. that have influenced me. But I have reached the limit of my space.

A. C. S.



### PERSONAL.

R. N. C. FOWLER, JR., who came from Boston last year has finally located in the Tribune Building, New York. Mr. Fowler has recently published a very excellent contribution on the subject of advertising called "Practical Publicity," and has also produced some novel circulars booming himself. Mr. Fowler has some very excellent clients and is said to make as much money almost as Mr. Powers.

MR. FRANK SEAMAN, of New York, has added a new department to his advertising business which opens up a field heretofore neglected by the agencies. It consists of a bureau for the writing, illustrating and printing of steamship, railroad, hotel and school pamphlets used in advertising.

The department will be under the immediate personal supervision of Mr. Frank Presbrey, whose work in this direction has already won for him an enviable distinction. Mr. Presbrey, besides possessing excellent typographical skill and an eye for the artistic, is also a practical printer, and fully equipped with a knowledge of the different weights, qualities and textures of paper. Special attention will be given to large insets similar to those done by Mr. Presbrey for the Southern Railway and the D. & H. R. R. both of which recently appeared in *The Forum*. Mr. Presbrey is now absent in Europe preparing an inset for one of the trans-Atlantic liners.

MR. WALTER H. PAGE has resigned the editorship of *The Forum*. Exactly why Mr. Page felt impelled to take this step would be, of course, a matter of no public concern were it not that Mr. Page's work on *The Forum* was a distinct gain to American letters.

Few persons outside the circle can know the trials and perplexities that beset the editors of our more scholarly periodicals in their efforts to obtain satisfactory contributions. To a great extent their writers are selected on their reputation and usually requested to write on the topic with which they are most closely identified. The stuff turned in is frequently enough to drive a man to drink. It is hastily written, illy-prepared, and frequently bears the unmistakable evidence

of being a "snap" for the author. He knows the editor cannot reject a MSS. solicited and, innocently enough perhaps, travels on his reputation. That Mr. Page was able to obtain matter that was more than a signature made The Forum a success. Should the management fail to maintain the high standard heretofore characteristic of their publication it will be a matter of deep regret to the thinking community. Mr. Rosenbaum, however, who now conducts the magazine, is a man of good business ability, and doubtless will provide a satisfactory successor.

MARK TWAIN is said to be a bankrupt. His beautiful home in Hartford is in the hands of strangers and his large fortune has disappeared. An unfortunate investment in a typesetting machine company is supposed to be the origin of his troubles, and his connection with Charles L. Webster & Co. also resulted in financial disaster. He starts on a lecturing tour around the world, sailing from Vancouver about the middle of August, and expects to be gone a year.

Mark Twain's wealth and leisure interfered sorely with his genius. Nothing he wrote in Hartford ever amounted to much, and, in fact, he seemed content to rest on his laurels. If the loss of money should revive his humor he can't remain "broke" long enough to suit the great public. He has joined the army of playrights, having dramatized Pudd'nhead Wilson. As a play it is said to be an improvement over the story. He is getting gray fast, and recently suffered from a long siege of sickness. His tour will doubtless improve him physically, financially and humorously.

MR. FRANK MASON has been appointed advertising manager of *The Mayflower*. The offices of the latter have been removed from Tribune Building, N. Y., to Floral Park, L. I. *The Mayflower* is now published by a stock company composed of the following officers and directors: Hon. John Lewis Childs, president and general manager; Kimball C. Atwood, vice-president; W. H. Tilton, secretary; A. H. Goldsmith, treasurer; Hon. R. C. McCormick; John F. Klein, business manager.

### SUMMER RESORT ADVERTISING.



I needs but a glance at the various advertising books, pamphlets, etc., which are now everywhere in evidence, to realize how much of an advance there has been lately in the

direction of summer resort advertising. The Long Island Railroad's book, "Out on Long Island," and the Pennsylvania Summer Excursion Routes, easily lead the list. The latter indulge in a very pretty water color sketch for a cover, which has a charm all its own. It is reproduced in a dozen or more colors and suggests vacation time in every tone. The Long Island people have a very ultra swell cover with an embossed title, on extra heavy Whatman paper. The effect is very pleasing, well calculated to attract the fashionables who now make up the summer colonies in the quaint and picturesque villages for which the island is noted.

In the various periodicals where good presswork is a feature, the profuse display of halftones is impressive. One gets a fairly good idea, nowadays, of about what the place is like. There is an absence of rates per, which might be added without detriment. There is always the offer to send descriptive pamphlets, etc., which may perhaps furnish a key to whether the ad. paid or not, but which involves considerable and not always profitable correspondence. The rate usually supplies a very necessary and frequently deciding item and ought to be included.

In the daily papers the summer resort advertising falls but little short of failure. To old patrons the name and location are all that are necessary, but to the new the whole design should be to attract interest. This can rarely be done in a few lines. Better take enough space to write entertainingly of the place, even if less frequently, than to occupy the space with name and address only. In the case of noted resorts like Newport, Saratoga and Long Branch, this is especially necessary for hotels that do not enjoy a national reputation. A few words of descriptive matter will be well worth the cost.

"Does Advertising Pay?" is not the populatopic for dissertation that it used to be. Advertisers, nowadays, are busily engaged in demonstrating the fact that advertising does payd.

There is no time for Tom-fool questions.

#### IN DARKEST WESTCHESTER.

"You don't advertise?" I remarked to a small hardware dealer, in a suburban town, the other day.

"Well, no," he replied, "I've only a small business, you know"

"What's the matter with having a large business?" I asked him, and he said he hadn't thought about it. I don't believe he had.

"Our goods speak for themselves" says the advertisement of a large dry goods house.

No doubt they do, but, just the same, the proprietor takes the precaution of speaking for them himself, to the extent of a column or so, in all the daily papers and on almost every day of the year.

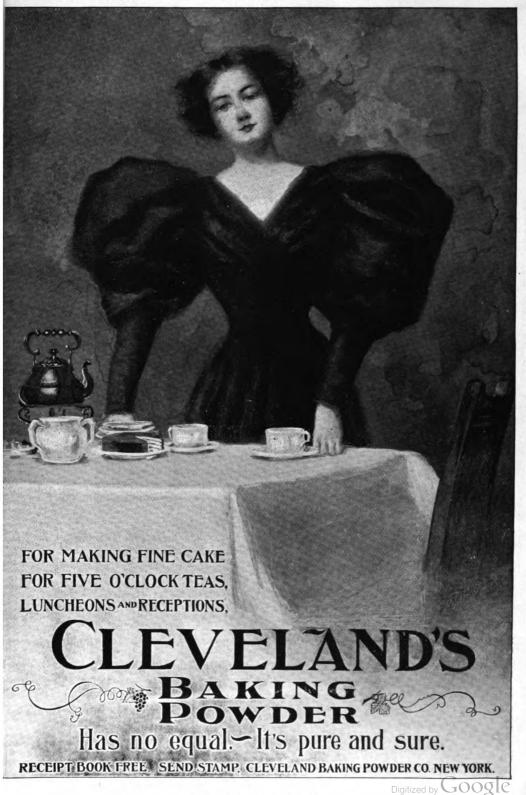
SAYS the Tadella Pen Company:

IF WE ADVERTISED TILL DOOMSDAY SOME PEOPLE WOULDN'T TRY TADELLA PENS.

Of course they wouldn't - but think how many more people there are who wouldn't try Tadella Pens if they were not advertised at all. This is the reflection that should keep the advertiser cheerful and hustling.

Some people are absolutely advertisementproof, and will never be anything else. The advertisement which will induce them to experiment with "new-fangled notions" has yet to be evolved; and they will go down to their graves in blessed ignorance of all they have missed in the way of modern comforts and conveniences.

(With apologies to Burns.)
Oh, wad some power the giftie gie her,
To see hersel' as ithers see her;
(That is, in bloomers—from the re-ar.)



THE STAR AD. OF THE MONTH.

Digitized by

### ELECTRICITY AND ADVERTIS-ING.

trical advertiser some day "remarked a well-known contracting engineer the other day. Electrical advertising is confined entirely to its own trade journals to-day, which are increasing in number and are very liberally patronized. All the leading companies make page and half page contracts with Power, The Electrical Engineer and others of this class, in consideration of which they are consistently written up and illustrated in the reading columns. The matter serves two purposes, first in keeping the electrical world abreast of the latest improvements, and second as a direct advertise ment.

Details concerning the manufacture of dynamos and the installation of light and power plants are of little interest to the general public. Electricity has not yet been installed as a household deity, although it is worshiped as such from afar. But that day is approaching. It is only a question of time, and it will come as soon as the generating plant can be gotten into cheap commercial form. Although electricity is now in perfectly practical operation in a few millionaires' homes for lighting, heating and cooking, and has long been adapted to small power work, as the running of sewing machines, job presses, etc., it remains for electrical genius to produce an apparatus of which the original price and the cost for maintenance shall place it within ready reach of the general public.

In cases where the current can be secured from a local power station the cost can now be made comparatively reasonable, but the desideratum is an independent equipment at a low figure which can be placed in any home and adapted to all household purposes. The electric kitchen is the ideal of the housekeeper. Inventive genius has done marvels toward cheapening electricity, and it will yet become a practical adjunct of the middle class home.

The household battery is bound to come, and the individual or firm that produces it is bound to be among the widest advertisers civilization has ever known.

I. L. FRENCH.

"Buy your checks for soda or ice-creambefore going to the fountain or into the parlor, says a Philadelphia advertiser, and adds "You'll not have to wait so long." Is it a good idea to suggest that the waits in his establishment are uncomfortably long?

THE Grocery World reprints the following advertisement, printed on a postal card, and sent by a correspondent for criticism:

### If You Love Good Cheese

As probably you do, for nearly everybody does, listen: This week we receive a large consignment of fine Jersey cheese that will turn you into a cheese-fiend, if you are not now. It comes from one of the clean dairies for which New Jersey is famous; is made by farmers' wives, not in a factory, and you must have some of it.

WILLOW & HURST, Grocers, Pine and Mill.

Says the editor:

This is a good advertising idea, as we have stated regarding the use of postal cards before. Our correspondents state that every week they send several hundred of these direct to the most desirable people of the town, and that they never fail to receive excellent returns, not only in the way of large increase in the trade on the article boomed, but also in an increase of permanent custom. That fact alone renders the expression of an opinion superfluous, for any mode of advertising that will draw new, permanent trade is good.

A SIXTH avenue establishment devoted to the sale of a certain (or un certain?) cure-all, has each of its two windows filled with a pyramid of large paper-covered bottles. Across one window stretches a sign which informs us that "All require some of this," while in the other window another sign reads "Some require all of this"—and we pass on wondering in what condition a man must be who requires "all" of it—say three or four dozen quart bottles, at a rough estimate.

### CHICAGO NOTES.

VERYBODY I speak with seems surprised at the rushing times we are having this summer. But they all agree that the times are moving, and that we are moving with 'em.

This is very pleasant. I know of nothing better than rushing times—except the checks that come in after the work is done.

EVERYBODY is preparing for a big business in the fall, and everybody believes that they are going to get it.

WE have been told by the financiers that large crops will be necessary to handle a large volume of business, and here we are going to have crops hitherto unheard of in the history of our country.

THE West will be a good country to advertise in this fall. Not that the East isn't just as good. Oh! no! of course—nothing to say against the East—but then.

We have been having an amusing little tiff between Siegel, Cooper & Co. and the new "Retailers of Everthing," A. M. Rothschild & Co.

THE "Leader" was one of the large department stores, started a few years ago and owned by Dernburg, Glick & Horner. The owners went bankrupt and sold the stock, or so it was understood, to Siegel, Cooper & Co.

A DAY or so later out came an advertisement of A. M. Rothschild & Co., reproduced herewith, marked No. 1, and the next day out came advertisement No. 2 of Siegel, Cooper & Co., and Mars and Mercury gnashed their teeth. The next day A. M. Rothschild published two affidavits showing that they had purchased the stock of carpets and shoes formerly in the Leader (but owned by some outside firm), and the "Big Store," i.e., Siegel, Cooper & Co., published an affidavit saying that if the other fellows were not dealing in taradiddles, they were at any rate prevaricators of the deepest dye, as, unless one read between



the lines, one would read the display type to say that A. M. R. & Co. had purchased the entire stock, etc.

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AND still the world goes round, and the "wimmin folks" keep pace with it, hunting "bargains."

H. H. KOHLSAAT of the *Times-Herald* made an offer of \$5,000 a year for three years to the Christian Endeavorers if they would locate in Chicago. The offer was promptly declined with

## **NOTICE!**

Is hereby given to the world at large, and to the people of Chicago in particular, that the ENTIRE STOCK of



Formerly owned by

Dealing gent Some

— all the Merchandise, Fixtures, Horses and Wagons, Machinery and all—nothing\* excluded—has been bought and paid for and is now the sole property of



We deem this notice necessary on account of a misleading advertisement in yesterday's papers by a house not far from "The Big Store" which would steal our thunder. We give these and other people due notice hereby that if they monkey with "The Big Store" they run up against a buzz-saw.

The few carpets above John T. Shayne's, adjoining The Leader, were not owned by Dernburg, Glick & Horner, and the price' asked us for them by the owners—don't know their name or names—100 contr on the dollar—we couldn't see. No, not much. Any house which says that it has bought any part or parcel of The Leader stock lies. That's plain English, but we never were afraid of stating facts. We are not in the habit of giving our check for more than a quarter of a million for a stock and let some one else take the merchandisse. Not on your life.



The disposition to be made of "The Leader" stock will be announced in a day or so.

the remark that it was "just like Chicago." But just the same it wasn't a bad advertisement for Mr. Kohlsaat.

THE Tribune said it was all Mr. Kohlsaat's fault that the C. E. decided not to come to Chicago. I suppose it never occurred to them to come to Chicago anyhow, whether they refused Kohlsaat's offer or not.

I saw something novel to me the other day. In the window of the "Big Store" stood a darkey with a big tub full of soap suds. Some eggbeater arrangement was fixed in it so that he could beat the suds continually, and a mountain of lather rose up outside of the tub about two feet high, standing on its own bottom, so to speak.

If the engraving editor of this paper doesn't look out, he and I will be at outs before long. When I say in my letter "I reproduce such and such an advertisement," why doesn't he do it, instead of leaving it obviously out just out of natural maliciousness, as he did with two of my advertisements in the July number? Mr. Engraver, look out, we may meet in the sweet by and by!

I REPRODUCE (that is, I hope I do) two shoe advertisements of local dealers clipped from the dailies. Will anyone please tell me what "grouchy" is? "Bring them troublesome feet, etc.," is about the best thing I have seen for quite awhile. I hope "them" were brought.





#### Make Your Feet Glad. In order to be thoroughly comfortable and stylish you should have

# Selz Royal Blue \$4.00 Shoes.

Six months of wear in every pair, SOLD BY STREETER, 134 State-st.

To the anxious inquirer in last month's paper I would say that the only "mettle" that goes in Chicago is pure, ungilded steel. Our steel sky-scrapers scrape the skies.

I HAVE received from Lord & Thomas one of the handsomest advertising books I have seen for a long while. It is

entitled "America's Magazines" and purports to be a catalogue of magazines with their place of publication and circulation. It is printed on heavy hand-made paper with deckle edge, printed in the old style with special initials and set up in Jenson. It is well done and well carried out.

I HAVE also received from Mr. Wheatley an eight-page booklet in the same style on imported hand-made paper (also set up in Jenson old style, with elegantly designed cover plate and borders), entitled "Help Worth Having." I only mention it because they both came out at the same time and are both good specimens of what can be done in Chicago in the lines of designing, engraving, printing—and advertising.

THERE was a young lady named Ellen, Who was very good at smellin'; She said to her beau, quit cigarettes or go, But he stayed and smoked a Queen Helen.

THIS is another "jangle."

THE historic Palmer House has reduced its rates from \$4 a day to \$2.50, with "lodging" at 75 cents a night.

THE reason given is "hard times." I expect this should be spelt "com-pe-ti-tion."

THE Richelieu has made an assignment. It was known as the swell hotel for a long time, and was supposed to have the finest cellar in the West.

Since the assignment the management say they are doing a larger business than they were doing before.

E. A. WHEATLEY.

CHICAGO, July 25, 1895.

We clip the following from a Philadelphia newspaper:

Cyrus H. K. Curtis, of the Iadies' Home Journal, was the purchaser of the three valuable properties mentioned yesterday as having been recently sold at the northwest corner of Sixth and Walnut streets. Mr. Curtis says that the building referred to as likely to be erected on the site next year may be even more than ten stories in height, and that the property was not bought by a syndicate with the view of erecting an office building thereon, but by himself for the extensive business of the Ladies' Home Journa and Curtis Publishing Company exclusively, and not for the purposes of rental.

MR. H. C. HALL, the well-known advertising agent in Detroit, is about to make some changes looking toward an enlargement of his business. He has disposed of his interest in the Standard Publishing Company and also of his interest in the advertising departments of the Christian Standard, Lookout and Standard Bible Lesson Quarterly to Mr. H. L. Simmons.

At present he is managing the *Christian Guide*, of Louisville, Ky., but is arranging to represent some other leading religious papers.

Mr. Hall has fully regained his health, and, as he is deservedly popular, will doubtless soon create a desirable and lucrative business,

MR. H. B. WHITMAN, after some seven years' continuous service as Western advertising manager for Orange Judd Co. and The Phelps Publishing Company, has now severed his connection, and has assumed the management of the advertising department of Agricultural Epitomist, published at Indianopolis.

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Thas generally been considered among the outside public that the small want business in the daily press was one of the chief sources of its revenue. Certainly the Herald and the World have always led us so to believe, but now comes along another publisher who proposes to give away what the other people find their most profitable item. Truly the mysteries of the publishing business are past finding out Many startling changes will doubtless be made in the New York Morning Journal, now that it has become the property of Mr. John R. McLean, but this innovation threatens to be the most startling.

But Mr. McLean is a man of considerable business acumen and is not likely to miss his mark very often. As the proprietor of the Cincinnati *Enquirer* he has demonstrated his entire ability as a publisher, editor and business man. He has doubled the price of the *Journal*, doubled its size and made it very similar to his first love in Cincinnati. Its typographical make-up is very much the same, and the wonderful Gath correspondence, always a feature in the *Enquirer*, is likewise a feature of the *Journal*.

THERE are two features in journalism, just now, which, while not new, are yet worthy of note. One is the preponderance of the Sunday issue, and the other the large, very large, increase in foreign news.

The Sunday paper nowadays is worth more,

in a publishing sense, than almost all the rest of the week put together. That is to say, there is more money carried in it. All the great dry goods houses save their largest ads and biggest offers for Sunday. It is almost pitiable to look at Monday's column. So long as the larger circulation of Sunday remains assured there is no harm done. But a factor which must be taken into consideration in this connection is the bicycle. He and she have already made their absence felt. What it will be in the future no one can foresee. But the fact cannot be denied that in the large cities the addition of the bicycle is not calculated to increase the spread of the Sunday paper.

THE late election in England received more consideration in the American papers than any other foreign event since the Franco-Prussian War. The names of the candidates, together with their districts, was reported in very much the same detail as in one of our local elections. Of course so important an event was sure to get more or less prominence, but no one was prepared for any such minuteness as was actually given. It was only the other day that our gifted friend Pixley, of the Argonaut, was sneering at the importance attached to English news by American editors. He laid it all to the example of Mr. Bennett, who, he claims, has lived so much abroad that he has come to regard London and Paris as the center of the Universe. Pixley was afraid we were in danger of losing

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our Americanism; pointed with pride to the newspapers of Chicago (this city, by the way, is Pixley's ideal—think of it!), which he says rarely contain anything but local matter. A statement by the way wholly at variance with the facts.

The true significance of the matter is to be found in the growing importance of the Englishspeaking people throughout the world. Whatever transpires in English-speaking countries, whether here or abroad, possesses a keener interest for all other nations than ever before in the history of the world. It is only a question of time before the universal tongue will be English, and no editor in his sane senses will prohibit English news from appearing in his paper. It is unfortunate that the Irish vote prevents the expression of a more cordial feeling between England and the United States; but the irrepressible Mick got it in the neck last week in England the same as he got it in New York last fall, and perhaps these long cables are the natural result of a long, pent-up emotion finding vent for itself at last.

The following letter practically explains itself. It is a striking manifestation of that local pride which will yet make Cripple Creek famous:

CRIPPLE CREEK, Colo., May 4, 1895.

MESSIEURS: Some time ago one of your agents unloaded your Cyclopedia of Names on me at Pueblo with the assurance that it was a way up and modern publication. I have received the book and don't agree with him, for the reason that while such Jim Crow and tin horn towns as Abelene, Kans., and Grinnell, Iowa are mentioned in the work I fail to find any reference to this city or district of Cripple Creek. Consequently I am disgust with the book and although have put up \$2 to bind the sale would as soon let that go and not own such a book which is so lacking as to omit any reference to this city or district. Now then for the benefit of your compiler I want to say for the information of his jags that the city and mining district of Cripple Creek are located on the southwest slope of Pike's Peak. Four years ago the population was about ten. Today the souls inhabiting the city of Cripple Creek number at least ten thousand and in the entire district there are at least twenty thousand souls not counting about five hundred coyotes in human shape who are in the chattel mortgage business and consequently don't trot in the souls class.

The Rio Grande and Santa Fe roads are completed into the camp and his jags is further informed that as a slight indication of the importance of this camp as a wealth producer that one mine known as the Independent, and it is dam well named, produced over half a million dollars profit for the four months just gone for the lucky cuss who owns it to-wit, old man Stratton, who has just gone in a special Pullman to California. Then the Portland is producing at the rate of a million a year. Recollect this is a gold camp strictly and produces no silver and I don't see why the hell your statistick prospector omitted to mention the great camp of Cripple Creek which lies on the west side of Pike's Peak and not on the east side of the range which was prospected by suckers for forty years.

It strikes me as dam curious that this camp which will positively produce more gold in 1895 than can be produced in all California should get lost in the shuffle by your compiler. You may doubt these figures, but if you do it will be because you are not posted. No I don't want the book since it don't mention Cripple Creek and your agent can take the \$2 as his rake off and take his little book back.

I am sorry to have to do this because I have always considered your house a good one but am compelled to say that in my Honest opinion your compiler is not well onto his job, in fact he aint worth a dam. Let me hear from you by return mail what you propose to do about it.

Yours sincerely,

(Signed) N. E. G.

SELMA, Ala., has been diverted for some weeks past by the warfare being carried on between two of its storekeepers. One of these enterprising merchants, it seems, introduced the custom of presenting to each buyer a small amount of cake or candy. His competitor, not to be outdone, announced that he would serve all customers with lemonade. This was the beginning of the trouble; following came offers, first from one and then from the other, of cigars, ice-cream, sandwiches, free lunches, etc., until at last one merchant treated the citizens of Selma to a free barbecue, serving up three carcasses of beef and a hundred loaves of bread. His rival has not been heard from since, but is probably busily engaged in scratching his head and thinking up "a real hard one" by way of getting even.

THE proprietors of Johnson's Anodyne Liniment have built a steam yacht of goodly proportions, which is cruising along the coast of New England. The yacht is called the "Anodyne," and, needless to say, bears the liniment advertisement in prominent positions.

THE first intimation of the new management now in charge of the Chicago Times-Herald is the award of prizes to the motor carriage making the best time between Chicago and Milwaukee. This is a duplication of the Paris scheme, which certainly attracted widespread attention.

THERE is a Department of Criticism in *Printer's Ink* which occupies about the same position to advertising as Ruskin's criticisms do to art—only more so. We quote from a recent issue the following choice specimen:

DETROIT, Mich., June 30, 1895.

Mr. Chas. Austin Bates:

In your Department of Criticism in *Printer's Ink* you ask "advertisers everywheere" to send matter for criticism.

I'm one of 'em, and inclosed you will find an ad. I have been paying for, but think it is still open for criticism.

I hate to ask of a stranger "something for nothing," but you say you will criticise freely—so go ahead.

The page is taken from the June Century. The returns therefrom have been the least (by far) of any magazine (considering the cost) we have ever had it in. I lay it to the fact of its arrangement on the page—kitter-cornerwise with two black ads.—these black fellows overshadowing it. What do you think? Yours truly,

C. HENRI LEONARD.

The remarks of our learned contemporary in a vain attempt to explain why the advertisement didn't pay in the *Century* are doubtless well meant, and we hope have afforded much profit and no little consolation to Mr. Leonard.

At the same time much valuable effort and some possibly valuable space might have been saved if Mr. Bates had simply replied to Mr. Leonard that the advertisement which he sends never appeared in the Century; and that Mr. Leonard could never hope to make a successful advertiser if he didn't know in which periodicals his ads. really did appear.

Even a Department of Criticism is the better for being edited with something besides a meat

If a man must criticise advertising in August no one will deny him the privilege of either finding undue fault or passing over the defects which in an ordinary month would call for the severest strictures. The importance of summer advertising is becoming more and more understood, and it is no longer merely a routine duty that must be performed to keep the contract open. Yet so prone are we all to shirk business in August that the reviewer himself feels its influence. A sad confession to make when confronted with the seventy-two or more pages spread open for our delectation by the principal magazines, and which represents the result of pretty hard work on the part of somebody.

THE August Munsey in an advertising sense

reflects great credit on the management. It, would be difficult to gather together in any periodical a more representative gathering of solid business houses than are represented inthis particular number. No better evidence of the growth of circulation can be attested than by the increase in advertising; and a point much in favor of Munsey's is the large amount of new business which appears in their columns. There is also a manifest disposition to improve the makeup of the different pages and to curtail anything that might be open to criticism. The scheme of having coated paper in front and regular super in the back is evidently an idea that is finding favor with advertisers shrewd enough to appreciate the fact that valuable space ought not to be wasted by poor printing. Search Light full page is a striking ad. and very Pear's Soap have also a page which is not quite up to their usual happy effects. vet Skin Soap, Regal Shoe, Reed & Barton all occupy half pages to advantage. The Haircloth half page is poorly arranged and does not approach the other Interlining Cloth people by any means. Fibre Chamois seem to understand what is needed better than almost any of the others. The patent medicine men, who are always bitterly complaining of imitators, ought to derive some comfort from the fact that "there are others." S., H. & M., Christy Knives, Pearline. DeLong Hook and Eyes, Fibre Chamois, and many others, are all constantly warning the public to beware of imitators. It would be interesting to know just how much money is lost every year to the advertiser by the obsequious clerk with his little song and dance entitled "Here Is Something Just as Good."

But to return to our subject. There are any number of full pages in the back part of Munsey's, all more or less interesting. Lowney's Chocolates are not bad and Pyle's Woman in the Moon, with its accompanying monologue on Eve and the Garden, is just a trifle short of being truly great. Copco Soap has a good page in the Queen's Lace Handkerchief, and Fairbanks' Cottolene, on the reverse of the sheet, is of the practical order much affected by our Quaker friends, who like to do things by brute force occasionally. The more one sees of this colored sheet of Fairbanks' the more one is impressed by it. Yale Mixture has a pretty quarter page,



and Anheuser-Busch has a very charming damsel taking a nightcap. Brother Kraemer has stirred up a rival to No-To-Bac in Narcoti Cure, who take up a full page. The Cleveland Baking Powder sketch is good, but not up to the one in last month's *Harper*, which we think is entitled to honorable mention as the star of the month.

The American Burner Company, of Providence, a newcomer in the field, are getting some good ideas into their work. We take a half page from Scribner's. The Spencerian Pen people have a pretty good-looking sketch, but some execrable poetry. It is too much to expect possibly that art and literature should both be perfect in August. The Pairpoint Manufacturing Company appear with a very pertinent want in their fruit fork. There is nothing like being seasonable in your announcement. We can't all be like the Western saloon-keeper who opened a gin mill where there wasn't one within twenty









feet of him on either side. He made a great to do about a "Long-Felt Want Supplied" in his announcements, and thus won the grateful support of the community. Most of us have competition to burn, so to speak, but being seasonable is always a step in the direction of over-coming it. Simpson, Hall, Miller & Co. advertise a Solid Beauty, which is a novelty of some kind in silverware. It might not be a bad idea for the firm with the long name to describe it next time and quote the price. People who do this have been known to sell some as a result. The Powers Regulator is a neat and tasty arrangement of type and border, but for downright repulsiveness, lack of delicacy, and everything else of a disagreeable nature, commend us to the Amolin Dress Shield. FULKERSON.



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THE photo-engraving business heretofore conducted by Mr. H. C. Brown at 80 Fifth avenue has been sold by him to a new firm composed of Mr. I. M. Van Ness and Mr. H. Littlejohn.

Mr. Van Ness is a well-known wood engraver, and enjoys an enviable reputation among the trade. He thoroughly understands the technical side of the business, and will have personal supervision of the manufacturing department. His skill as a wood engraver will be of great value in the finishing of half-tones, and publishers will be able to rely on getting the best work obtainable.

Mr. Littlejohn is widely known as the former secretary of the Scoville & Adams Co., manufacturers of photographic materials, and is a gentleman of excellent business capacity. He has a wide acquaintance among business men generally, and is deservedly popular with all who come in contact with him. He will look after the business department of the new firm The combination is a strong one and will doubt less command a large share of the downtown business, to say nothing of the uptown. They are conveniently located and are well equipped to care for their customers' interests. location is in the heart of the Fifth avenue publishing district, one door below Fourteenth street

In disposing of this business Mr. Brown has issued a circular bespeaking the good will and patronage of his old customers for the new firm. He has also removed to 156 Fifth avenue, corner Twentieth street, in the Presbyterian Building, and will hereafter devote himself exclusively to the business of preparing advertising sketches and pushing the fortunes of ART IN ADVERTISING. The change will enable him to give more time to the latter and take up some long deferred work in connection with the same.

SAYS a Washington correspondent:

I was walking up F street with Dr. Bedloe, the well-known Philadelphia wit and raconteur, the other evening. He said he was going after a florist. I told him there were two nearer than the one he was looking for.

"I am seeking this man," said the Doctor, "because he advertises in the newspapers."

"Cheap flowers?"

"Not at all; because the man who advertises in the newspapers is always up to the times, and he is easier to deal with. You laugh, but I'll tell you it is a fact. I have

studied this over and I know from personal experience. For the last few years of my life I've made it a rule never to deal with any business man who doesn't advertise. I wanted same flowers to send off in a box by mail, and I looked in the paper this morning for the advertisement of a florist. Now, you see, he wants to deal with me-else he wouldn't put that in the papers. I don't know any of the places here; but the rule is a good one, and I'll bet you anything you say that I can get what I want at this place and get it cheaper than anywhere else, or at any flower place that keeps its name out of the newspapers. The business man that doesn't advertise almost invariably cheated me, on the theory, I presume, that I'd come there anyhow-or that his reputation was made and he could do what he pleased. I have always found such a man narrow-minded, selfish, non-enterprising, penny-wise and pound-foolish, even if he didn't cheat me outright. No, sir; I never buy anything of him."

WITH the revival in business ART IN ADVERTISING intends to be up to the times. We have in preparation a series of special issues for the months of September, October, November and December, which will be much in advance of anything heretofore attempted. Contributions on advertising topics are earnestly desired and will be paid for at satisfactory rates.

THE pink slip which some of these numbers contain has the fatal gift of beauty. It is also a suggestion to remit \$1 for a year's subscription.

We would remind those who contemplate anything in the line of advertising sketches, pamphlets, booklets, etc., that we have every facility for the production of ideas in this line. We own our own plant for both color work and letter press printing, and do work for the most prominent advertisers in the country.

ENGLISH AS SHE IS WROTE. From the Jackson Sun.

I desire to return thanks to all those who so kindly assisted in the death of my husband.

MRS. JOHN G. HOLDER.

Punch, Bart., it is now, as Lord Rosebery has made Mr. W. Agness, its proprietor, who is also a picture dealer, a baronet.

Subscribe for Art in Advertising. \$1.00 per year in advance.



THE advertiser with a weakness for "lettering" is not so much in evidence to-day as he was a year or two ago-a fact which leads us to hope that he may eventually become altogether extinct. There are advertisers who take to "lettering" and "type" as some men do to checked trousers and red neckties, and the tendency, being innate, is an extremely difficult one to overcome. Advertisers of the above stamp are never, by any possibility, content to have their announcements set up in a simple, straightforward style. They yearn for variety. If the work is in the hands of a printer he is required, apparently, to run in a sample of every sort of type in his establishment. If the ad. is to occupy a small space, so much the better; the result is a more elaborate jumble, and that's what is wanted.

But the professional letterer has the bulge on the printer every time. The latter is somewhat crippled in his efforts by the mechanical limitations of his calling. The professional letterer is practically unfettered; there is nothing to interfere with the wildest flights of his fancy, and in the past he has been a prime favorite with certain advertisers. If his popularity is on the wane he must accept the situation as inevitable

The elaborately lettered design is not necessarily a poor design, but it is usually so. No advertisement is as good as it can be which presents to the reader any difficulty in the way of illegibility. It should, above all things, be clean-cut and easily read. Type, of course, is always easier to read, even in an elaborate "mixture," than is fancy lettering. The advertisement reproduced herewith is a good example of the latter. This announcement has confronted me each week, for I couldn't say how many weeks, on an advertising page of a certain weekly. At a glance I invariably "took in" every ad. on the same page with this one, and knew what they were all about, but the lettered design repelled my interest because it looked like hard readin'; and I do not know yet what matter it contains, except at the top and bottom. The middle part is an unexplored country, and the whole make-up is calculated to make one's head swim.

The Trade Monthly treats its patrons to a very artistic midsummer cover design.



Grasset, the designer of colored posters, has been commissioned by M. Debon, Minister of posts and telegraphs, to make designs for the new French postage stamps, since none of those submitted in the competitive examination would do.

In European countries there is occasionally something new in church advertising:

"A Capuchin friar in the south of France named Father Joseph has been in the habit of firing off a cannon to attract congregations. The cannon blew up recently, killing a man some distance off, and the friar was fined 200 francs for "homicide through imprudence."

An enterprising grocery firm of Philadelphia advertises during the outing season, two picnic baskets—one at \$2 and the other \$3—and gives a list, a very tempting list, of their respective contents. This is a good idea.



THE affairs of the American Lithograph Company, of New York, are about to undergo a reorganization. The ultimate result will be to effect a material reduction in the capital stock, which in its present shape is too heavy a tax on the earning capacity. This company, it will be remembered, was organized in 1892 for the purpose of acquiring the business of the following well-known lithographic firms, which were at that time acting independently and conducting separate establishments:

The Knapp Company.
Donaldson Bros.
Schumacher & Ettlinger.
Lindner, Eddy & Claus.
G. H. Buek & Co.
Heppenheimer & Co.

George S. Harris & Sons.

The preferred stock was supposed to earn 8 per cent., and the common whatever was left over. The dividends on the preferred stock have steadily declined, the last being at the rate of 4 per cent. The common has never paid anything. The stock was never listed, but the preferred was originally sold at par. The reorganization provides for a scaling down of the capital stock, and the probabilities are that the new issue will show a reduction of about 40 per cent. on the present capitalization.

The company has contracted for the erection of a new building, specially constructed for its own use, to be erected on the corner of Fourth avenue and Nineteenth street. The lease runs for twenty-one years at an annual rental of \$75,000. This concentration of its plant, now scattered throughout this city and Philadelphia, will undoubtedly effect a considerable saving in manufacturing expenses and will do much toward building up a success. The period of depression, which commenced almost contemporaneously with the formation of the company and the purchase of *Truth*, unquesitonably had much to do with the failure to make a satisfactory showing

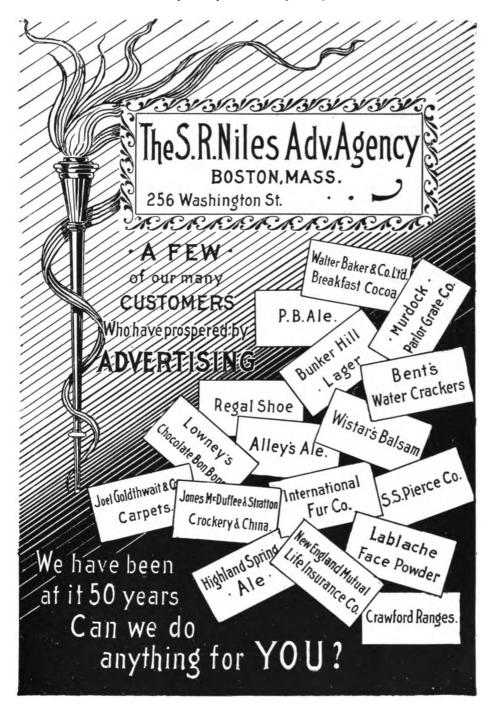
though the overcapitalization was an error which prudence should have averted.

Still this experiment demonstrates beyond the shadow of a doubt that no combination can be a success which does not practically control the output of its line of manufacture. We question whether any one of these firms would not have done better alone than in the combine. At least as well. The great saving is not the possible thing it seems in theory. There is a loss of individuality which must be taken into account. Then there is the natural reluctance of customers to deal with a company from whom they conceive they have much to fear and nothing to gain. This may be a silly and altogether unreasonable prejudice, but it exists and will not down. It must be taken into the final reckoning. And the outside competition derives an added stimulus from all these circumstances.

It would be a very nice thing if the new company could start without the *Truth* handicap. This paper could probably be sold for something, or else given away. The puritanical horror of the Tenderloin district which afflicts the present management and which keeps *Truth* in the doldrums, is a striking manifestation of how the world loves to be humbugged. The curses of the unregenerate who lose 40 per cent. of their stock will scarcely be heard above the din of the sanctified who applaud the present righteous course of the reclaimed Trilby. Praise God Bare Bones, Increase Mather, John Alden and Priscilla are great people and know how to frame a game to beat the band.

WILLIAM MARTIN JOHNSON, who illustrated the "Garfield" edition of "Ben Bur" for the Harpers, and also their editions of "The Cloister and the Hearth" and "Hypatia," and who was recently connected with the Gallison & Hobron Co., of New York, became the art editor of The Ladies' Home Journal on June 1.

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#### POPULAR MEDIUMS.

#### MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 8,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

#### Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 13,000 daily. One-ninth cent per line per thousand.

#### Boston.

AMERICAN CITIZEN, Boston. Leading A. P. A. paper. 18,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

#### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

#### ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

#### MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 3,000. Largest, most enterprising, third richest county in America.

#### COLORADO.—Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

#### CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

#### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

#### Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

#### NEW YORK.—Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

#### New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for copy and rates.
D. T. MALLETT, Pub., B'way & Chambers St., N. Y.

#### PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION. Combined list of 65 Church MAGAZINES. 85,000 copies into the homes of good families. Phila., New York, Boston and Chicago Churches.

TABLE TALK, circulation 23,000. Best for Household Goods.

THE MEDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

#### OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

PRINTING INKS—Best in the world. Carmines, 12½, cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application Address WILLIAM JOHNSTON, Manager Printer's Ink Press, 10 Spruce St, New York.

#### Agencies Wanted.

An old established firm of Advertising Agents and Contractors in the City of London, England, doing business with the leading advertisers of the United Kingdom, are open to accept sole agencies for the United Kingdom for Embossed Steel or Enameled Iron goods, which are suitable for large advertisers or any novelty in the advertising line for inside or outdoor exhibition. Apply by letter in first instance to

C. A. H., Room 25, Times Building, New York.

#### Advertising Experts.

"The best papers pay best." Write PARVIN'S ADVERTISING AGENCY, Cincinnati, O.

THE NEWS SERIES—the "Court Journals of American Health and Pleasure Resorts." Frank G. Barry, Publisher, Utica, N. Y.

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# The Mayflower

\$1.00 per Agate line

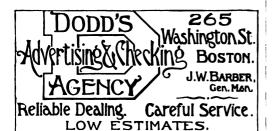
Average Circulation, 160,000 copies per month

The September number will be a Special one; over 200,000 circulation. No extra charge for space. Forms close August 15

FRANK MASON, ADVERTISING MANAGER

Floral Park, NEW YORK

# WHEN IN DOUBT USE SCRIBNER'S



WE want some desirable contributions for which we will pay fair prices.

E. L. SYLVESTER, Editor,
Art in Advertising Co.
156 Fifth Avenue, New York.

<sup>&</sup>quot;LA DELICATESSE," a Confection in Cheese. If you do not know what it is send to cents to "LA DELICATESSE" COMPANY, Herkimer, N. Y., for a sample jar.

ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume 1X., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

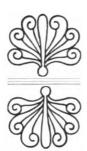
Address all communications to

ART IN ADVERTISING CO.

80 Fifth Avenue,

New York.





# The Eight Business Bringers

#### The Special Reason

why a general advertiser should consider these papers is in the fact that they are the only papers, with one exception, published here for their denominations, and that they have exclusive control.

The field is rich with families able to buy what they want. Published from 19 to 74 years, they offer the best indorsed way to reach religious homes in this rich field.

Put Them On Your List PHILADELPHIA

Lutheran Observer
Presbyterian Journal
Ref'd Church Messenger
Episcopal Recorder
Lutheran
Christian Instructor
Christian Recorder

Write to us for fuller particulars.



Religious Press Association Phila.

#### Old Advertisers

shrewd men who intend to get their money's worth when they advertise, have learned from experience that four things essential to profitable advertising are found in

#### The Sunday School Times

- 1. A large, truthfully stated circulation.
- A character which gives the paper a firm hold upon its readers,
- A guaranty to its readers as to the kind of advertisements admitted.
- 4. A just and reasonable advertising rate.

#### PRESENT PAID ISSUE OVER 158,000 COPIES WEEKLY

High-class circulation for less than one-half cent per line for 1,000 copies issued.

Write to us for fuller particulars.



Religious Press Association Phila.

# Mutual Reserve Fund Life Home office: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, President

#### "FOUNDED UPON A ROCK"

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock.

#### THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 14 years for \$10,000 insurance in tne Mutual Reserve amounts to less than Old System Companies charge for \$4,800 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. DIVIDEND SAVED IN PREMIUMS

"A bird in hand is worth two in the bush."

MUTUAL RESERVE BUILDING

**DOLLARS** SAVED IN PREMIUMS

The Mutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of management, has already saved its policyholders over forty million dollars in premiums.

MILLION **DOLLARS** SAVED IN PREMIUMS

"A bird in hand is worth two in the bush."

#### 1221 THE ELOQUENCE OF RESULTS

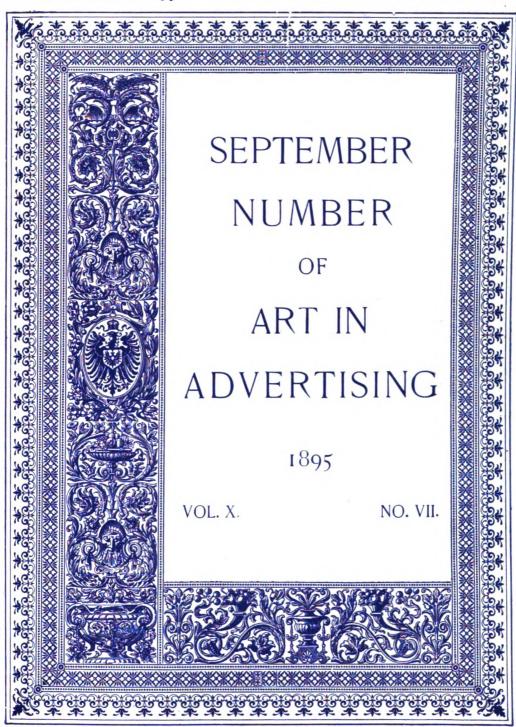
1881	THE	Εı	-0	Ql	JE	N	CE	C	F	F	ξE	SU	JL	TS	•			1895
No. of POLICIES IN FORCE, Interest income, annually, es Bi-Tionthiy Income exceeds RESERVE Emergency Fund Death Claims paid, over New Business received in 184 INSURANCE IN FORCE exce	exceeds	 •		•									•					98,000 \$135,000 750,000 3,860,000 21,000,000 81,000,000

#### **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.

THE WINTHROP PRESS, 32-84 LAFAYETTE PLACE, NEW YORK.





#### THE GREAT GUNNING SYSTEM OF

### DISPLAY FORCE

#### Insures PERMANENT PUBLICITY

No other of the operative elements in advertising enters into the above, but it has produced a more profound impression upon certain huge populations probably than any display advertising that was ever done.

All recent advertising proves the omnipotence of simon-pure display power.

No agency or influence exists which presents such impressive effects as "THE GUNNING" System throughout

#### The R. J. Gunning Co.

**Executive Offices CHICAGO** 

General Contractors in Permanent Outdoor Display



Entered at the Post Office at New York as second-class matter.

VOL. X.

SEPTEMBER, 1895.

No. 7.

Published by The Art in Advertising Co.

156 Fifth Avenue, New York.

Chicago Office, New York Life Building.

H. C. Brown, President.

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ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

THE man you tried to see last month is now at his desk.

If the coming "boom" is loud enough to drown the shriek of the "Expert" we shall all be grateful.

What's the use of telling a man that he ought to advertise? If his common sense doesn't teach him as much, nowadays, he oughtn't to be in business.

The booklet, as used for advertising purposes, is having a great run of popularity, and some of the recent achievements in this direction are extremely beautiful and attractive; so much so that even the eye of the advertising editor, wearied with much looking at "Star ads.," is brightened and rested by the sight of these charming productions. There is one thing to be said of the later-day booklet which is much in its favor—and that is, it doesn't end its career in the waste basket. It takes a hardened editor, indeed, to throw one of the pretty

things away, and nowadays he is observed putting it by in his desk for future reference, or into his pocket to carry home with him.

We would like to qualify, to a certain extent, our recently published request for original contributions to the columns of ART IN ADVERTISING. It is our intention, in the future, to draw the line very emphatically at all contributions of a poetical nature, and we most earnestly request that the authors of such matter will refrain from addressing it to the editor of this publication. We are not altogether unappreciative of the genius underlying and prompting these metrical effusions, nor do we doubt their value as a factor in the advertising world. Take, for instance, the following—clipped from an esteemed contemporary:

"I am a little merchant,
Who yet to wealth shall rise,
For what I have to sell I sell,
Because I advertise."

The influence of this bit of crystallized wisdom upon the hesitating mind of the would-be advertiser is, doubtless, incalculable. And he who would withhold his advertising after learning that

"The money spent on advertising
Is like 'bread upon the waters,'
For it guarantees a sure return
Of dollars, halves and quarters,"
would be a foolish man, indeed.

Then, again, take this convincing argument,

as illustrated by the experience of our old friend

- "Simple Simon went in business— Couldn't get along;
  - 'Can't make out at all,' said Simon—
    'Something surely wrong.'
- "Came along a clever ad-smith, Opened Simon's eyes; Simple Simon now no longer. Moral: Advertise!"

And note the concentrated wisdom of the following couplet:

"If you would know the bliss of steady trade, Of advertising do not be afraid."

We would be blind, indeed, if we failed to recognize their intrinsic value as corner-fillers. But, with all this, we have a feeling, a sort of conviction, as it were, that ART IN ADVERTISING can get along and prosper without such assistance. There will be no harm in trying, at all events, and if we find it uphill work we can at least fall back upon "Walker's Rhyming Dictionary" and our intelligent office boy, and turn out our own poetry as required. In either case we shall not accept any poems from outside sources.

## THE LITERARY CHARACTER OF THE ADVERTISEMENT.

DO not recollect just at present who it was that commended the literary style of Southey's "Life of Nelson," because in reading it he did not have to notice the style at all, but was enabled to get at the facts and conclusions of the author with the utmost ease. But the anecdote contains within it some lessons which the advertiser can take to heart.

The best advertisers of the day deprecate advertisements that are, so to speak, too literary. Like Southey, they aim rather to rivet the attention of the reader to the facts in the

advertisement, than by any mere word jugglery distracting it from the article advertised, and compelling it to dwell on how it is advertised. For the advertisement of to-day is not a literary effort, from the mere reading of which we are to get enjoyment. We read "The Eve of St. Agnes," of Keats, for the literary pleasure there is in it; but we read an advertisement of Pears' Soap with the intention of discovering in what way we would be benefited by using said soap. Consequently we want no vivid word-painting, only a succinct statement of facts.

It is a mistake to class the advertisement as a species of literary effort. It resembles more the brief of a lawyer arguing a case. It ignores everything in the world except its own specialty. Its object is to sell goods, and the more goods it sells the better advertisement it is, however unliterary it may appear to the lovers of classical English. In literature much of the pleasure derived comes from the perfection of form in which it is presented to us. We admire the melodious metre of Tennyson, the stately march of Macaulay's sentences, the warm Creole word-painting of Lafcadio Hearn. advertising, the form is of little importance provided it is the form that appeals to the popular mind. It is a mistake, as I have already remarked, to class the advertisement as a species of literary effort. It is an injustice to both the advertisement and to literature.

But in so far as literary character implies clearness and terseness, a proper attention to grammar and syntax, advertisements should have literary character. Nothing is ever gained, it seems to me, by ignoring these. A flagrant error in grammar or construction may pass the eyes of many people; but those whose trade is worth most are apt to get from it an impression that the advertiser is uneducated and ill-bred, an impression that it will take dozens of good advertisements to dissipate.

OSCAR HERZBERG.



#### THINGS WELL DONE.

THE booklet issued in the interest of Richmond's hose supporters, waists, etc., is a very good piece of advertising. The combination of salmon cover and red type is not altogether artistic, but the matter of the book is excellently prepared and the half-tone illustrations we'll printed and successful in showing the workings of the various articles. The title is "Hold Up."

THE cover design used by Klausner & Co. (neckwear makers) on the seventh issue of their new catalogue is a very neat affair.

RICHARDSON & DELONG BROS, have issued in booklet form their clever "Mother Goose" designs which are used in the street cars. The pictures and verses are bright and attractive, and likely to please the little ones.

It pays to get out a booklet that entertains the children. It will be kept twice as long about the house and be examined by a greater num-





There is a food for bables which does not require the addition of cow's milk—a food possessing especial value in hot weather—a food which saves thousands of lives from Cholera Infantum every year. It requires the addition of water only in preparation. It is Nestle's Food.

A sample can of Nestle's Food will be sent on applica-

A sample can of Nestle's Food will be sent on application.

THOS. LEEMING & Co., Sole Agents,

73 Warren St., New York.

ber of people than would any other sort of advertising matter.

THE MICHIGAN STOVE COMPANY evidently believes in the use of picture cards. A new lot recently received are in folder shape and very attractive in design.

FROM the Harrisburg Foundry and Machine Works, of Harrisburg, Pa., we have received a booklet which describes what our correspondent informs us is "the handsomest engine room in the world." The engine room in question is that of Keith's new theater in Boston. The booklet is well prepared and daintily printed, the illustrations being in half-tone.

"THE FROTH OF FROTHS," by Binner, Chicago and Milwaukee. This is a good-sized, twenty-

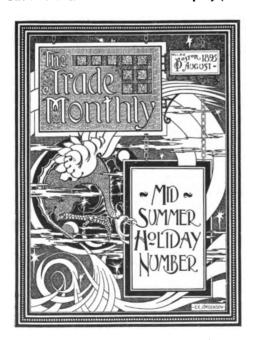
four page booklet devoted to the interests of the Binner Engraving Company and showing specimens of their work for the brewing business; a special department being devoted to this line of work. The cover, in white, shows a simple but striking design, which to the uninitiated might suggest a sunrise or a geyser in active operation, but is in reality the northeast corner of a glass of beer with the froth on it. Many of the specimen ads. are very fine.

Mr. BINNER sends, also, a smaller booklet containing specimens of his work, and entitled "Modernized Advertising." The cover design is extremely attractive.

A very pretty folder comes from The Baltimore Engraving Co. The cover design, in black and red, is artistic and effective.

THE catalogue of goods issued by Daniel Low, silversmith, of Salem, Mass., is a very complete and attractive affair.

THE "Fall Supplement" to the catalogue of The Marble & Shattuck Chair Company (Bed-



ford, Ohio) is another handsome booklet, well filled with pictures of some very inviting-looking chairs. The cover design in red, green and gold is very neat.

THE GALLISON & HOBRON Co., of New York, shows a marvel of beautiful and rapid work in its book for The New York Card and Paper Company (wall paper stainers). The size is II x 12 inches, and a number of the full-page illustrations are reproduced from water color drawings of handsome interior views. With fine paper and printing and an artistic cover-design, this makes a most striking book.

A NEAT eight-page booklet comes from the Werner Company, and is issued in behalf of its publication, Self-Culture. The typographical handling is very attractive.

TRAUTMAN, BAILEY & BLAMPEY have issued a handsome large lithographed card for the Palisade Mfg. Co. (Velvet Skin Soap). The design is striking and attractive, showing a line of cheerful-looking youngsters, armed with towels and soap, and marching evidently toward the bath-room.

It is said that a London publisher once made ap his mind to publish a book which should contain no typographical errors. The following is the story of his experience as related by an exchange:

He had his proofs corrected by his own proof-readers until they all assured him that there were no longer any errors in the text. Then he sent proofs to the universities and to other publishing houses offering a prize of several pounds sterling in cash for every typographical mistake that could be found. Hundreds of proofs were sent out in this way and many skilled proof-readers examined the pages in the hope of earning a prize. A few errors were discovered. Then all the proof sheets having been heard from, the publisher felt assured that his book would appear before the public an absolutely perfect piece of composition. He had the plates cast, an edition printed and bound between expensive covers-because, as a perfect specimen of the printers' art, it was, of course, unique in literature and exceedingly valuable to bibliophiles. The edition sold well and was spread all over the country. The publisher was very much pleased with himself for having done something that had hitherto been considered an impossibility. Then his pride had a fall, for six or eight months later he received a letter calling his attention to an error in a certain line on a certain page. Then came another letter announcing the discovery of a second error in this perfect book. Before the year was up four or five mistakes were found.

#### TOBACCO ADVERTISING.

AN INTERVIEW WITH MR. E. W. RUSSELL, OF THE AMERICAN TOBACCO COMPANY.

THE American Tobacco Company in its various branches does more advertising in the aggregate than any other single institution now in the market. This company, embracing as it does almost all the cigarette manufacturers, the largest fine smoking tobacco makers, snuff makers, and one of the most important plug tobacco factories, is in itself an outgrowth of advertising to a great extent, and in this company the best results of the practice are most clearly defined.

Advertising is probably most effective with goods which, like tobacco, can be put up in a package trademarked, and so prepared for the market as to be easily recognizable. The efforts of the substitutor are almost if not wholly nullified in goods of this kind. Then again the price seems to be largely uniform. The bulk of cigarettes are sold at 5 cents per package. Smoking tobacco in 2 ounce packages for 5 cents seems to mark the limit in cheap goods for all the makers; in the more expensive lines a wider latitude is offered for a second choice, and the dealer who wants to sell something "Just as good as Yale Mixture" gets a chance to palm off something cheaper. But the rule seems to hold good throughout the tobacco trade that when the goods are once popularized the business can be taken away only by a competitor who does more advertising. Nor does the tobacco trade have to contend much with the cut-throat policy of the great department stores. The incessant war to break prices of established goods by these firms cuts a large figure in almost every other business. It appears occasionally in the tobacco trade also and is a factor to be reckoned with in the future. In the Western cities the tobacco stock in department stores has already made itself felt and in New York it has already secured a foothold. But the nature of the business will prevent it reaching the same formidable proportions already attained in almost every other branch. Fibre chamois, S. H. & M. lining and other dry goods suffer more for the reason that a certain prestige already belongs to the department stores from their former reputation of dry goods merchants.

Yet in tobacco, as in everything else, the palm



That may seem remarkable but it isn't - because, every chewer "knows a good thing" when he sees it.

goes to the heaviest advertiser and the most persistent one. It is safe to say that more money in the aggregate has been spent to popularize tobacco than any other article of merchandise known. 'Nor can any one medium claim special advantage over the other. For every million spent in lithographs another million has gone for newspaper work. For every million spent in schemes another million has gone to paint walls, fences and rocks, to make the scheme known For every million given away as premiums another million has gone in printed matter, to explain and develop the idea. Even with all this there is constantly employed a vast army of traveling men who cover every inch of territory and whose movements are known at the close of every working day. Advertisers who do not understand why their returns are not satisfactory should take a lesson from the American Tobacco Company, which is unusually successful, because it is unusually business-like and leaves nothing to chance.

Talking with Mr. E. W. Russell, manager of the plug department, a reporter elicited the following facts concerning the advertising of plug tobacco.

"It would be hard for me to say exactly what avenue of publicity I have found the most profitable," said Mr. Russell. "I think in the whole I like newspaper work the best. We seem to hear more from it. Perhaps, however, that is by reason of the very liberal use we make of it.



Biggest and Dest liece of High Grade Tobacco ever sold for the money

We use as a regular standing ad. a space about 3½ deep, single col. But that varies. At present I am putting out some full pages. These are entirely different from anything we have ever used and contain a much longer argument than usual. As a rule our large advertisements contain nothing beyond the name of the goods and

the price. Like 'Biggest Piece ever offered for toc, Battle Ax Plug' Which is strictly true, as our 10-cent piece weighs 51/3 ozs., while the next largest is only 4 ozs. This point is at once recognized by tobacco chewers, who like as much for the money as possible. As the consumer is reluctant to be impressed we use every means at our command to emphasize the size of the plug and for that purpose we find the use of lithographed cards very effective. One of these cards is packed in every box of goods and thoroughly distributed throughout the trade. We find, by this means, that a customer coming to the store, though he may not have heard of Battle Ax, is usually caught by the size of the piece, and the results prove that the lithograph does good work. Our consumption of these cards, usually made to fit the box, aggregates many hundred thousands, and, in addition to them, we have every known



# What?

one of those great big pieces of Battle Ax Plug Tobacco For 10 cents.



No wonder, for the size of piece- quality and price of BATTLE AX PLUG TOBACCO Make it the wonder of the age.

variety of hanger, poster and small stuff that is calculated to help. Nor do we ever confine ourselves to any one hard-and-fast policy. If any one has an idea of any kind which can be applied to our business we are always ready to examine it.

"Sign painting, posters and outdoor display are methods we have occasionally gone into and with, I think, excellent results. But most of our money has gone to the newspaper. Then comes the lithographer."

"Have you any specified plan by which you can trace results?"

"Not immediately direct. But we can tell, in a general way, by the sales in certain States, and the amount of advertising done there.

"In planning a campaign what decides you in selecting territory and the papers in that territory?"

"Experience, as a general rule. There are some sections, for instance, where Newsboy

plug is sold and Battle Ax wouldn't go at all. There isn't any particular reason for it evidently. It simply just doesn't go. We can't always forsee results. If our foresight was anything like our hindsight we could save a lot of money every year. But it isn't. We make our misses as well as our strikes."

"What do you do when you strike a miss? as Gilhooley would say."

"We usually try again. Change the whole plan maybe, or send out a change of copy. We do not, as a rule, abandon a field even if results are slow in materializing; patience is not only a virtue, it's a cash asset in some cases. I do not recall a single instance where sticking at it did not eventually make a success."

It is possible that some of the best judges of fine Plug Tobacco have decided, without giving it a trial, that BATTLE AX Plug Tobacco is "too cheap to be good" owing to the size of the great big piece which is sold for ten cents. To all who have arrived at this conclusion, we beg to say that "Battle Ax" is "the exception which proves the rule, and the old saying. Best goods come in small packages," is no longer true. We cheerfully invite the criticism of experts to the extra fine quality of stock which is contained in "Battle Ax." Years ago two ounces was the size of a ten cent piece of Plug Tobacco: later this was increased to four ounces, which has always been considered a very liberal quantity, but with the advance of civilization, "Battle Ax," the triumph of modern art in manufacturing tobacco, has made its appearance with five and one-third ounces of high-grade goods for ten cents. Do not confuse "Battle Ax" with other brands of very poor quality, which are sold in large pieces for a small amount of money, for "Battle Ax" stands alone on its own merits, and challenges the world for the Championship for the largest piece of high-grade goods ever sold for ten cents.

REDUCED FROM FULL-FAGE NEWSPAFER AD.

"I notice," said Mr. Russell, in closing, "that you do not exactly approve of my copy in this full page. You think it not so neatly balanced as it might be. Perhaps you are right. But we are not after a trade that sits up nights worrying over a poorly constructed sentence. I know what you mean, but we've got to get up matter that is somewhat grandiloquent, like this reference to 'a triumph of modern art.' You think they don't understand that, but from every mass meeting or labor union platform they are constantly harangued about 'the advance of civilization,' etc., etc. A good many people

think the workingman isn't quite up to date, and no doubt there are many experts who could give us cards and spades writing ads. Perhaps so. But I am always reminded of that story of a pompous schoolmaster Mark Lemon once wrote about:

"He told of a chubby-faced little urchin who passed his conceited instructor upon the street without bowing. The schoolmaster stopped and frowned.

"'What has become of your manners, sir?' he roared. 'It seems to me you are better fed than taught.'

"'Yes, sir,' replied the little boy; 'that's because you teaches me; but I feeds myself, sir.'"

A. C. S.

#### CHICAGO NOTES.

EPARTMENT and dry goods stores have been having rather a hard time of it here lately, no less than four having failed or gone out of business within the last few months. There was the "Bell," the "Leader," "Bee Hive" and "Bon Marché," all on State street and within a few blocks of each other.

The tendency of the big stores seems to be toward growing ever bigger, and the smaller ones are being forced out of business, just as they are all forcing out of business the small dealers.

There was State legislative inquiry held on this, sometime since, set on foot by the small dealers, and the members of the firm of Siegel, Cooper & Co. were threatened with all sorts of penalties because they would not give the amount of their gross sales for the year.

But it is absurd to suppose that any restrictions will ever be put on the growth of the big department stores. They are shining examples of the "survival of the fittest," and are without doubt a wonderful convenience to shoppers. It was in "Looking Backwards," I think, that Bellamy advanced the idea of only one immense store for a community where everything could be purchased, and it would seem as if things were actually tending that way.

Of course, with only one store for everything, we would have a monopoly or a trust, and that is one cry of the small dealers. But so far the big store is simply the effect of advertising and of the bargain fever with which we are all, or nearly all, infected, added, perhaps, to the convenience of being able to get nearly all one wants if within the radius of one city block or less.

A. M. Rothschild & Co. have just struck

another snag, so to speak, in one of the bill-posting concerns.

They hired some people to bill the city for them, but it seems they in some way incurred the ire of the bill-posting company, which has been having things its own way for some time past, so A. M. Rothschild discovered one day a legend pasted up over all their bills somewhat in this style, or words

There is no law to prevent this being done, but by common consent so far, billposters have respected each others' bills for at least twenty-four hours.

to that effect.

SAY! If you want a show, have your bill posting done by the firm which has the monopoly.

A. M. Rothschild, on perceiving this, retaliated in kind, and later on, I believe, the police had to take a hand. So far, I don't know if the end has come, or who wins the fight.

The small advertisement seems to be most en Evidence this summer, and I reproduce a few of the new ones, and those which are most attractive.

The Auditorium Pharmacy, which, by the way, is not at all centrally located, has been putting out a very neat series of three-inch advertisements, and, as they have been at it for some time, I presume it must have paid them. They have advertised many things sold in ordinary drug stores, but principally a fine line of perfumes.

Another advertiser with a strong line of advertising matter is Le Page's Liquid Glue. I reproduced last month a bulletin board of theirs put out by the Gunning Co. They are spending quite a sum in bulletin boards, and, in addition, are running some very good 3-inch advertise-







ments in the dailies. The one I reproduce is not by any means one of the strong ones, but is selected rather for its oddity.

Wool soap is striking and effective. Smith-Premier Typewriter Company might realize that the engraving trade has also "improved," and might do better for them than the sorry thing they are running, which looks very much like a sewing machine.

E. A. WHEATLEY.

CHICAGO, August 22, 1895.

THE Washington *Times* has a neat advertising device in the shape of a little card with a bright new cent securely inserted in one end. The query "Have you read the *Times* to-day?" occupies the upper space and, in smaller letters below, we are advised, in case of our *not* having read the *Times*, to "take this penny to the nearest newsstand and exchange it for a copy."

SAYS a well-known soap maker, in his advertisement, "I stamp my name on every cake and guarantee that it will not injure the most delicate fabric."

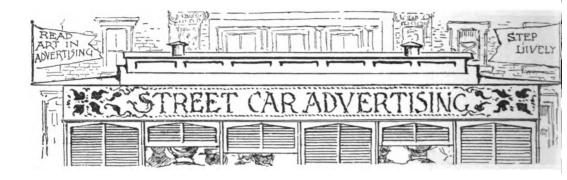
#### LITHOGRAPHIC NOTES.

N interesting rumor which has gained currency during the last few days is the proposed organization of a new tobacco company which will enter the field to contest with the American for the supremacy of the cigarette trade. When it is considered that the American Company now spends about two millions annually for printed and lithograph work, it will be seen, at a glance, that the formation of a new organization will cause an increased demand for goods of this character, in more than one channel, and that further particulars are eagerly sought.

The firms supposed to be interested in the new concern are mostly those now engaged in plug tobacco, and include Leggitt & Myers and Drummond, of St Louis, Lorillard, of Jersey City, and other Western people. There seems to be no doubt at this writing that such a scheme has been practically decided upon. While the details are not known, enough has been given out to indicate that the new company will proceed very much in the line of the old firm. In the advertising department, doubtless a larger appropriation and more activity may be relied upon from both concerns. Undoubtedly the combination of the old cigarette companies worked great injury to the lithographers, and a restoration to the situation as it originally existed, could not be regarded by them as an unheard of calamity.

THERE does not seem at present to be much that is new and startling in the way of show cards. A few good things have been gotten out here and there, but the average is not up to the mark. And yet for advertising purposes nothing is more effective than a good show card in bright colors. The soapmen have not done much lately, though at one time they had some very excellent work in this line. Perhaps the general depression in business has had much to do with it, but the result is not at all what it ought to be. Anything so essentially domestic as soap cannot fail to benefit from color work. Wherever a pleasing design has been used there has always been good resulfs.

Subscribe for ART IN ADVERTISING, \$1.00 per year, in advance.



THERE is some talk of an amalgamation of street car interests, but the plan does not seem to be one capable of combination nor likely to be of any utility if completed. It is practically certain that Mr. Grant would not combine, nor is there any prospect of getting the Boston lines into the deal. The firms most prominently mentioned in this connection at present are Carlton & Kissam, Sam Ferree, Mr. Ewing Hill, of St. Louis, and Mr. Mulford, of Detroit.

Exactly what would be gained by a combination is hard to determine. It would be utterly impossible to crush out competition unless the entire field of street car advertising was covered, which is an undertaking of unmanageable proportions. There is nothing that would compensate Grant, for instance, for the Broadway road, and nothing for Wineburgh in return for the Boston franchise. Still, with Boston and New York on which to hang all the jay towns and Mudcreek roads, there might be a possibility of maintaining rates and squeezing a few more dollars out of the advertiser. Ferree might be able to sell his inland Pennsylvania list according to his claimed number of cars and not according to the actual number owned and operated. It was only a few short months ago that this enterprising gentleman was obliged to rebate his cars in York, Harrisburg and other towns to S, H. & M. for overcharging the number furnished. Aside from this pleasing possibility we see nothing in the rumor except the usual midsummer silliness.

Carlton & Kissam are credited with a desire to occupy larger and more commodious quarters in

the Postal Telegraph building, on the ground floor. It is also stated to be their intention to display a street car in their office, fully equipped and decorated with facsimile signs of the business they now carry. This would make a very excellent showing and would remove from street car men the charge of being perhaps the most slovenly advertisers, so far as their own business is concerned, that now exist. Your Mr. Streetcar man is hot enough to get somebody else to spend his money in advertising, but when it comes to himself that is a gray horse of another color. In this respect, however, he is not much worse off than the average publisher. latter will entertain any proposition for advertising in the nature of a swap, you choose to make, from a drink up to a pair of old shoes. But ask him to put up the cash and it is enough to drive him to distraction.

There are a number of new cards in the cars and even the elevated is beginning to show signs of life again. Whoever runs the elevated roads advertising department is entitled to a leather medal. For nearly two years now they have practically carried nothing, and even now they seem to have gone fishing. This is easily one of the best mediums in New York, but is apparently wretchedly managed. There is such a thing as being legitimately stiff, but when the stiffness takes the form of blue rigidity it is time to call a halt. The circulation in the El. has decreased, doubtless, to some extent, but not enough to warrant the wholesale diminution in business.

Tetley's Teas seem to be the newest cards, but by next month a number of others will be in tow.



MR. G. H. HAULENBEEK.

R. G. H. HAULENBEEK,, known the country over as "Garrie," has his newly acquired business into first-class running order. Naturally, much detail has been inseparable from a re-arranging of the old Cosmopolitan's business, yet, after all, it is the new business controlled by Mr. Haulenbeek which is making the work for the newly equipped organization.

Mr. Haulenbeek not only enjoys great popularity and a wide acquaintance, but is a marvelously hard worker as well. He has passed the main portion of his life in the advertising field, and has, time and again, demonstrated his fitness for it. Successful advertising solicitors, like poets, are born and not made. In his first advertisement he gives a sly dig at the utter

worthlessness of the much vaunted "Lists" offered as a special bargain if all taken together. As every one knows, one or two, or maybe three, of the mediums found in these "Lists" are rightly regarded as being first-class, but their chief duty, therein, is to act the rôle of a stool pigeon, or, in other words, they are very much like a peg on which to hang a string of nothing.

The new office at 6 Barclay street is rapidly assuming a busy air. A very excellent move has been made by Mr. Haulenbeek in securing the services of Mr. A. L. Fowle, the well-known newspaper man of Boston. This will enable "Garrie's" list to arrange newspapers and magazines on the same footing.

#### RANDOM NOTES.



HEN I picked up a copy of Fliegende Blaetter the other day and noticed this picture I thought at first that I had run across a German Hire's Root Beer or Londonderry Lithia announcement. A second glance, however, disclosed a peculiarity in the design which I'll warrant has escaped your own eye up to the present moment, and which led me to make a stumbling attempt at translation or, rather, guessing. It seems that this engaging-looking pair is not drinking at all, but testing the merits of a throat-wash or some other uninviting nostrum. But it is quite an American-looking cut, for a German paper, and more successful than the usual German attempt at outline.

The two cuts with black backgrounds are very good, the originals being much larger than the reproductions.





As I have remarked before, the German advertising pictures are, as a rule, the reverse of artistic, and, in view of the fact that the advertisers over there are able to command the services of some of the finest illustrators in the world, the wonder is that they remain so hope-

lessly behind the times. One might think that the advertiser who turns the leaves of Fliegende Blaetter and notices the wonderful drawings adorning its inner pages would be struck by the contrast offered by the miserable illustrations in the advertising department. I should think that even the thickest-headed old Teuton among them would some day get it through his skull that he, too, might illustrate his matter in so pleasing a manner. I think I can see him now. Take for instance the man who advertises his "Sport costumes" in the following manner: Imagine



**Sport-Costumes** 

him with a glass of beer before him and the latest copy of Fliegende in his hand, turning the leaves and suddenly coming across one of those wonderful bicycle girls who figure occasionally in the body of the paper, beautifully drawn and winning in face, as the pretty German girl invariably must be. He looks at her with a stolid sort of appreciation and gradually, by some intricate (German) mental process, begins to compare her with the young woman above, who represents his bicycle goods, and finally the idea pops into his mind and he brings down the paper on his knee with a sounding thwack and orders another "stein" on the strength of it. Next day he hunts up the artist who draws the pretty bicyclers and engages one of the latter to be used as an adjunct to his next advertisement. I say I can imagine him doing all this. It isn't at all likely that he will, but if it should happen at any time, I'll be sure to reproduce the ad. for the benefit of our readers.



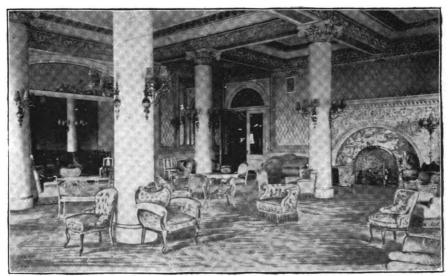
THE HOTEL MAJESTIC.

#### HOTEL ADVERTISING.

R. RICHARD H. STEARNS is manager of the Hotel Majestic, located at Central Park and Seventy-second street. When approached upon the subject of hotel advertising he replied "I believe, thoroughly, in judicious advertising. I advertise continually and

reap most gratifying results. The Majestic has been advertised in the leading newspapers and magazines since its opening and I intend to keep up the good work."

"You think, then," was asked, "that advertising is essential to the safe conduct of a hotel?"



LOUIS XIV. DRAWING ROOM. FROM "MAJESTIC" BOOKLET



CENTRAL PARK VIEW FROM THE MAJESTIC.

"I certainly do. The greater part of a hotel's custom is composed of travelers, many of them strangers in the cities they visit. Naturally, these people are inclined to patronize the hotels of which they have heard.

"An advertisement," he continued, "should be prepared in the most artistic and catchy manner, and should be placed where it will be seen and not be over-shadowed by a mass of larger matter. The management of the Majestic is at present running a six-inch, single column ad., headed with a cut of the building, in the principal Eastern dailies, and is also circulating a twelve-page booklet containing half-tone illustrations of the rotunda, parlors, dining-rooms, etc., that is extremely neat. Mr. Stearns will shortly extend his advertising operations to Europe, and within a month the good people of that part of the world will be treated to faithful accounts of one of New York's largest and handsomest hostelries, through the columns of their morning papers.

- "What do you think of advertising in connection with the hotel business?" was asked of Mr. Mower, who looks after the welfare of the Plaza.
  - "I think it is a success," he replied.
- "Do you think advertising has increased your patronage?"

- " It certainly has."
- "Through what mediums do you get the best results?"
- "Well, it is hard to say what ones are the most satisfactory." We advertise in the newspapers, magazines, etc., but cannot tell from what line we get the most business."

The booklet circulated by the Plaza people is a tasteful little affair and illustrates the elegant appointments of that establishment in a most inviting manner.

- "Will you increase your advertising this winter, Mr. Mower?"
- "I cannot tell just now, but can assure you that it will not be diminished." "We shall continue to do as much as we are now doing."
- Mr. H. P. Whittaker, manager of the Hotel Netherland, is doing no advertising at present, but thinks he may during the coming winter.

He thinks a hotel should stand on its merits, but is not so sure that it would not be a good idea to advertise those merits.

A very beautiful book has been recently issued, in the interest of the Hotel Netherland, which is probably one of the finest things of its kind in circulation. Neither care nor expense has been spared in its preparation and the full page illustrations are extremely well-done and

give one an excellent idea of this magnificent hotel.

The results of the above interviews are certainly suggestive. There are a great many hotel managements, who, like some physicians and attorneys, do not believe in advertising their business, but seem to think that the only thing necessary to secure a large and first-class patronage is to build a gigantic structure, furnish it sumptuously, and then sit down and wait. This idea generally causes a little more waiting than a good business man would fancy.

Nevertheless, it is a fact that a great many hotel managers turn extremely pale when advertising is mentioned to them. But the fact that the managements of two of the largest and best hotels in New York City attribute their success, or a large part of it, to their extensive efforts in that line knocks those old fogy ideas higher than Mr. Gilroy's famous kite, and we believe the day is not far distant when every hotel manager in the country will hustle to gain as much fame as the above-mentioned kite, through the medium of the advertisement. They'll get it, too, if they advertise properly.

G. M. EBERMANN.

THE Christy Knife people ought to go to work now and get up a pair of wavy edged scissors, for cutting curly hair.

#### CORRESPONDENCE.

E published in last month's issue of ART
IN ADVERTISING an editorial, in which
was suggested the advisability of forming a national organization for the protection of
advertised goods from the ubiquitous imitator.
The suggestion seems to have met with general
approval and has brought many letters of inquiry
to our desk. The following interesting communication, anent the substitutor, comes from
the Stamford Foundry Company.—[ED.]

August 15, 1895.

Editor ART IN ADVERTISING.

DEAR SIR: You ask for suggestions on your project for A Defense Against the Substitutor.

It seems to us that it would be worth while for the National Defensive League, if such a body is organized, to turn a part of its attention to an effort to induce Congress to modernize our obsolete trademark laws.

These laws were evidently intended, in the beginning, to protect the ignorant red man, and the foreigner, presumably less able to inform himself, as to American goods, than the American citizen, from imposition by those who would substitute inferior goods for those already having an established trade, by offering them under the same name. The chief use of the laws in question now, however, seems to be to insure the right of a manufacturer to the exclusive use of any peculiar name he may adopt, to distin-

guish his goods from imitations or competing goods; and the advantage of that protection is doubtless felt, on the whole, much more in domestic than in foreign trade—the former being so much greater in amount, and the need of legal protection in the two cases so nearly equal.

This being the case, and we believe that, so far as we have gone, we have stated it fairly, does it not seem a pity that the maker of an article that in its nature is suited only to domestic trace, and cannot have a commercial success abroad, should be obliged, in order to get the same protection that his neighbors get for their domestic trade, and that the spirit of the present administration of the trademark laws would indicate is his right, to resort to the subterfuge of creating an artificial "trade with foreign nations or with Indian tribes," by selling a few of the articles for next to nothing, in order that he may swear that the name he wishes to register "is used in trade with, etc."

There appears to be no explanation of this state of affairs but the obvious and plausible one that our legislators are too much occupied with politics, when not engaged in filibustering on some really vital national question, to give their attention to the correction, and bringing down to date, of laws which can be got along with in some way, and that our manufacturers find it the easier and cheaper, if not the only hopeful way, to "whip the devil around the stump," instead of making the effort that would be

necessary to secure the needed change in the laws.

Even should the project of a National Defensive League not be carried out, could not the press, by united effort, perhaps accomplish this reform, which no one would oppose, and would it not be worth the while of ART IN ADVERTISING to be the first mover toward making our trademark laws such that they can be honestly administered for the equal benefit of all entitled to their protection?

Respectfully yours,
STAMFORD FOUNDRY CO.,
H. J. WARREN, Vice-Pres.

New York, August 13, 1895.

ART IN ADVERTISING.

156 Fifth Avenue.

DEAR MR. EDITOR: In response to your request for a review of our experience in advertising lines, and as to what we think the best medium, we beg to say, and think you will agree with us, that it would be a bold assertion, in view of so much diversity of thought on the subject, to affirm which is preferable. We do not know of any royal road to success in advertising, and, at the same time, the writer is sure that haphazard operation will not bring success. In our business it is next to impossible to trace direct results from the many mediums used, but, after studying the record, our judgment has led us to use principally ladies' magazines. We think that women, when reading their magazines, are in the best mood to be impressed with a good notice. With good goods, best possible display, with appropriate and tasteful cuts, the right reading notice, explaining the merits and styles of your goods, with that important item, "Prices," plainly quoted, you have the plan of our work.

Our business has increased far beyond the figures of our contract for advertising, which, so far, has been in operation only six months, and, as the criterion is obviously determined from the issue, we think we are about rightly pointed. We intend to continue our contract.

I must not forget to acknowledge my indebtedness to your valuable journal, from which I have received timely information. In case we forget to remit our subscription a reminder will bring it with alacrity.

Wishing you continued success, with full appreciation for your kindly notice under "Things well done" in this month's issue, I remain,

Very truly yours,

Chas. Taylor, Advertising Department, W. Bros.

JANESVILLE, Wis., August 22, 1895.

ART IN ADVERTISING Company, New York.

GENTLEMEN: We are in perfect sympathy with your editorial, "A Defense Against the Substitutor," in August number, and heartily indorse your views as to remedy for suppression of the evil. Yours very truly,

THE DRY EXTRACT COMPANY.

THE line of advertising thermometer novelties manufactured by Taylor Brothers Company (Rochester, N. Y.) is now ready for the fall trade. The exclusive agency of these desirable novelties will be given by the company to competent men—to those only who have an established trade connection with advertisers. Others need not reply. Many desirable sections are still unallotted.

We clip the following from Fame (London Fame):

The gentleman responsible for the editorial paragraphs in the East London Dispatch (South Africa) has the courage of his convictions, and is not afraid to admonish his advertisers when they accord his journal only a meager patronage. This is what he says: "A skimpy advertisement has reached us of the arrangements for passenger excursions during the forthcoming holidays, and will be found, if searched for, in another column. Most of the advertising of the Eastern Railway has to be done nowadays by writing it up for nothing. An advertisement three times the size of the one with which we are favored appeare in other papers far a-field a week ago. It wi. be remembered that concerning the Easter holidays we had no advertisement at all. Certainly, the poster, printed at Cape Town, sent to us as 'copy' for this advertisement, is very large and fine, and entirely smothered the printer's 'case'; but how either the Border public interests or ourselves come in, is a matter for the microscope. We are compelled to present the Department with about a quarter of an inch, being unable to get the advertisement matter into the limited space."

#### PERSONAL.

MISS MINNIE L. WILLIAMS, a rising young artist of Columbus, Ohio, has been engaged to design the special covers for Womankind for the next twelvemonth.

PROF. H. R. GEIGER, formerly of Wittenberg College, a specialist in geology and chemistry, has recently been engaged as associate editor of Farm News, of Springfield, Ohio.

Subscribe for ART IN ADVERTISING, \$1.00 per year, in advance.



#### LONDON LETTER.

DO not know whether you have any political event which paralyzes business for weeks together, as our General Election, just over, does. It seems probable that business-like America would not tolerate any such abuse: I don't know why we do. The elections have taken a fortnight, and we think that the job has been done pretty quickly this time, at that. Every town, borough and county has its own local balloting arrangements; and everyone has a vote in every district where he owns, rents, or leases land, houses, or buildings, or a lodging. Consequently a rich man may, and very often does, vote in five or six different places-and to enable him to do so, the elections are spread out over as long a period as possible. That is not the avowed reason, but it is the real one; and for the sake of this ridiculous abuse, which ought to have been abolished long ago, and would have been if the people had had their way, the whole business of the country is dislocated, and thousands of pounds are lost to trade every time there is an election. Consequently the past four zeeks have been dull times for the recorder of advertising, and it is not my fault if I have very little to tell you this time. As you know, the late Administration, utterly unprepared for an election campaign, headless and demoralized through the retirement of Mr. Gladstone to his well earned rest in "lettered ease," was forced into a fight through its cool betrayal by a faction of the Irish party, to whom the Liberals had sacrificed everything for nine years; and it has not been merely beaten, but annihilated. that is another story, and not my business.

Just before this battle, another very interesting fight took place, of a kind which, I am glad to say, we do not have very often in this country; and this may as well furnish the text for a few general remarks on the evening dailies of this metropolis.

We have here five evening papers at a penny— The Evening Standard, The Globe, the Pall Mall Gazette, the St. James' Gazette, the Westminster Gazette; and four at a halfpenny the Echo, Star, Evening News and Sun. The penny papers (two cents) are of course larger, and addressed to a higher class of readers, than the others. The Pall Mall Gazette is the smartest and most

readable daily paper in this country, and it is also one of the cleanest and most trustworthy. The St. James' Gazette is a high-Tory paper, very ably edited, and the Westminster Gazette, the only penny evening paper of the Liberal party in politics, is of about the same merit. The Evening Standard, like its morning companion, the Standard, is copious, trustworthy, clean, dignified and dull. It is largely taken for its financial information, which is very full. The Globe is a little brighter than the Evening Standard, but has all its good qualities. It is the oldest of the crowd, having been founded in 1803. The one cent papers fall easily into two classes, viz., the Echo, belonging to Mr. Passmore Edwards, standing somewhat alone, and all the The Echo is what I think you call "Mugwumpish" in politics; it has no political importance and does not make a feature of racing or betting news. But it is the paper of all the halfpenny ones that captures the home reader, and never contains anything that can call the blush of shame to the cheeks of modesty. The Star and Evening News represent the two great political parties and it is these two who have been fighting. They are both great on racing news. Mr. Harmsworth's Company, the Answers concern, owns the News; the Star has a company of its own, which also publishes the Morning Leader, a bright and able halfpenny journal of large circulation. The Star stands for the Democracy as identified with Mr. Gladstone's political party, and the two papers have for a long time been running very close in circulation. Not many months ago the Evening News took to publishing statements of sales verified by chartered account-The Star, acting on certain principles which I will presently explain, did not follow up this move but contented itself with a simple claim to have the largest circulation in the evening newspaper press. Presently, however, circumstances in connection with a law suit necessitated a declaration of the Star's circulation on a certain day, and it was sworn at the very respectable figure of a hundred and sixty and some odd thousands. This was in April last, and the matter being brought to my notice, I drew the attention of a London journal of advertising, Fame, to the matter. The result was a little article in Fame, wherein the Star was congratulated on its very creditable circulation, and quietly recommended to keep up the policy of declared circulation henceforward. The Evening News shortly afterwards wrote to Fame proposing a comparison of books with its rival, backing up the suggestion with a challenge. Let, said the Evening News, each paper deposit £500 with the editor of Fame, and when the question is settled let the £500 belonging to that paper which proves to have the smallest circulation be paid over forthwith to the London Hospitals. The fight was now transferred to the columns of the belligerent papers themselves, some rather violent language being used on both sides. The Star replied that there was no occasion for a bet in the matter: that what was wanted was figures; and that the figures ought to be net figures - that is to say, figures showing the net sales to the public. I must explain that most English newspapers take back from newspaper sellers a certain proportion of unsold copies, and give credit for them. Some papers will take back more than others. The Star, as it happens, is not very liberal in this respect. As a general rule, the stronger a paper is, the less it will allow in the way of returns. Consequently a mere statement of copies printed is of little practical value. The net sale to the public is the important thing.

The Star therefore published on the 27th of Iune a signed certificate by an eminent firm of chartered accountants, showing that the net daily average sale from June 17 to June 22, inclusive, had been over 150,000, and said to the News in effect: "We don't want to bet. These are our figures; can you go us one better?" The Evening News, which in March had claimed 200,000, declined this, and came out with some strong language and a proposal for a comparison of a different or longer period, to be backed up with a £500 stake as before. The Star again declined to wager, and withdrew from the contest, claiming to have discredited the News claim of 200,-000, and remarking, with Hudibras, that "Fools for arguments use wagers."

Thus the controversy has proved nothing, except the Star's 150,000 a day during the last week of June. Each side had proposed various challenges, and both had done a good deal of name-calling. The advertising world is not very

much the wiser for the battle, and I do not think either paper has profited by it. If I were asked for an opinion as to the merits of the case 1 should say that the difference in circulation between the two is very trifling. They are both good papers, and if they are wise, they will presently, when the affair has blown over, each publish an honest straightforward certificate, not of vague "circulation" (which can mean any one of several things) but of actual net sale, and this without wagers, challenges or abuse. It is generally a mistake to talk about one's rivals. A straight statement of one's own position is the right thing. Both papers have a strong position and ample funds; for the right people both should be very good advertising media; and each can do very well without calling the other a

It is fair to say that I do not think the refusal of the £500 stake by the Star was a financial question, and in support of this view I do not think it is any breach of confidence to say that in a contract with the Star and Morning Leader, aggregating somewhere about £300, I offered them cash in advance if they would allow a rebate of one per cent. The offer was declined, and the account ran the usual period of two or three months.

One hears that in America Mr. Brent Good is a great diner-out. Certainly he is so when he is over to pay us one of his flying visits, which is the case at the present moment. The last week has been a pretty busy one in this respect, even for him. On July 30 he was entertained by Mr. Evans-Jackson at a dinner of a somewhat novel kind, which, it is predicted, is going to "catch on," though only three or four such entertainments have hitherto been held. This was a "Vegetarian" Dinner, at the Midland Grand Hotel in this city. The following night, on the invitation of Messrs. Alf. Cooke, J. P. and John Morgan Richards, a company of twenty-one, nearly all of them Americans, met for a Reception Dinner in Mr. Good's honor at Kettner's Restaurant—a very select little hostelry, known well to a comparative and critical few, in the Soho District. The guests, with the joint hosts and the guest of the evening, comprised Messrs. Wm. P. Ward (of New York), Newton Crane. Henry S. Wellcome, William Everett, Colver Gordon, John B. Ottman, T. Young Kelley, H.

King Packard, R. J. Davies, George Hooper, W. Renaud, W. E. Geddes, E. Jessurun, W. H. Fassett, L. O. Johnson, J. Evans-Jackson, Dr. John Pilley and the writer; and it is difficult to imagine a more jovial and united entertainment. Each host was known as a host in himself

"at whose board 'tis good to sit,"

and the perfection of arrangement which their joint efforts secured has not, in my experience, been equalled. Jokes and good stories began to circulate with the hors d'auvres and were only interrupted for a moment when the menu had been industriously worked through, and Mr. Cooke proposed in terms of brief felicity as a joint toast, "Her Most Excellent Majesty the Queen (ladies first), and the President of the United States of America." It is estimated that the company remained serious nearly two minutes while this ceremony was enacted; and after that the fun began again with Mr. Cooke's proposal of "The Guest of the Evening," seconded by

Mr. Richards, each of them finding in the toast an opportunity to say kind things of the guest, and to tell good stories. Mr. Good proceeded to chaff the company seriatim in returning thanks, and subsequently demanded unexpected speeches from his fellow guests, evoking expressions of a trepidation which one of them sincerely experienced.

This is not a baseball country; cricket is our national game, and our appreciation of it is being amply demonstrated in our imperial testimonial to Dr. W. G. Grace, the doyen of the game. But we do have a little baseball now and again. The other day the staff of the Remington Typewriter Company played Fuller's, the American candy firm, which has several establishments and does some good advertising. I fancy that my friend, Mr. J. Walter Earle, of the Remington Typewriter, is the promoter of these contests; if I am wrong I am sure his native modesty will bring him hot-foot to contradict me, and I will slide back to my base corrected.

.) NDON, August 3, 1895.

#### NOTES BY THE WAY.

S it takes a long time for a panic to establish its full series of injuries to all sorts of businesses, so it requires an equal time for the reaction toward prosperity to produce its full beneficence. This only proves that the old philosophical law which says that "the angle of incidence is equal to the angle of reflection," has a little suspected, but wide significance. The uplift in business, which is pretty generally acknowledged now, has begun with various large industries; but there are others not yet reached. They will feel the wave in due time, but they will feel it all the sooner with a little artificial help. The soil on which judicious advertising can, therefore, be bestowed, is just now especially inviting. For the number of people who can buy things is rapidly increasing, and the needs of everybody-owing to previous consumption and economy—are increasing also Make the "stickful" of space which you contemplated for your advertisement a third of a column, and see if it will not help your particular uplift. Unless all signs surely fail, it will.

It is a marvelous thing to recount—the history of the bicycle business. I have been reading the statistics of the output of this ubiquitous two-wheeled spinner, for the past two years, and noting the increase in bicycles manufactured and sold during the past year. This increase is something tremendous; and yet very large orders, domestic and foreign, for bicycles still remain unsupplied. It is believed a much larger number of the machines will be wanted next year—so that each firm which manufactures "the best," will have great encouragement to tell in the various advertising pages and columns just what inducements its particular style of wheel presents.

It is satisfactory to know that the skilled bicycle maker lives this side of the Atlantic, if Yankees do not quite monopolize the whole business. Not only in fast sailing craft, and in agricultural machinery, but in bicycle-making our country leads the world. Another thing, too, it is pertinent to remark—and that is, the

benefit which the success of one article communicates to others which are put in alliance with it. Besides the rubber business in pneumatic tires, extended also to vehicles propelled by the horse; the steel and iron business; the lampmaker and cyclometer maker, there are others who are helped. If the doctors are hurt by the preponderance of the wheel's influence on behalf of good health, they gain a few special cases from its exercise. To the druggist, however, the wheel is entirely a benefit.

AND why? He is to be found on every bicycle road-path; and if it is not too frivolous to say it—he is obliged to dispense more arnica than ever before. If this article is divided into brands, some good and some indifferent, as varnish is, I don't see why the arnica-maker shouldn't tell the special virtue of that which he makes. Think how many fortunes have been spent in emphasizing the virtues of different kinds of soap. And there seems to be a reward in this lavish expenditure.

Now that the gas lamp-posts in this city have been so long disused, where they have not been destroyed, why doesn't some one make a plea for street-corner posts bearing the street names? What is the use of advertising for strangers to come to this city to trade, when the street corners are only known in many cases to the lifelong residents by instinct, and at night are practically anonymous? Wouldn't business men, at least, serve their own interests by agitating this matter? Let the streets be advertised as well as other things.

THE banquet of the Advertisers' Club of Chicago given at Kinsley's on the evening of August 5, was attended by thirty members and guests. W. A. Hutchinson, Advertising Manager of the Tribune, was toastmaster, the other plates being laid as follows: C. R. Nichols, Samuel Davis, C. E. Baldwin, Dudley Walker, C. R. Erwin, Toby Rubovits, W. C. Powell, Claude Seymour, F. H. Thomas, F. C. Little, W. J. Champion, J. T. Burgess, Guy S. Osborn, Dr. John Ridlon, A. J. Fisher, James Rodgers, J. L. Mahin, L. J. Berger, Lou Loubrie H. W. Montgomery, S.

S. Rogers, W. H. Baker, A. C. Swanson, H. Wolfe, P. A. Conne.

Upon the appearance of the coffee and cigars, S. S. Rogers, Business Manager of the Daily News. responded to the toast of "The Relations of the Editorial to the Business Departments of Newspapers." As would have been expected from a representative of Mr. Lawson's papers, Mr. Rogers summarized his opinion of the proper relations of the two departments to be the same as the relations of a man to his divorced wife, in other words, the editors should be in absolute ignorance of who buys the advertising space. Some of the advertisers present thought favors could often be done them without harming the news columns, but the concensus of opinion seemed to be that the position of Mr. Rogers was at least theoretically correct.

"Beauty in Typography" was expounded by Mr. Rubovits, and by Mr. Mahin of J. Walter

Thompson's Agency.

Mr. Burgess, who is the advertising adviser of the great soap and lard firm of N. K. Fairbanks & Co., told some of his experience in "Advertising to Overcome Prejudice," while making a market for Cottolene, which toast was also spoken to by W. H. Baker, president of the club, and A. J. Fisher.

James Rodgers of Harper's, one of the guests of the club, told how the great periodicals he represented treated advertisers, and P. A. Conne of the Hub, C. R. Nichols of the Record, and J. L. Berger, of Morgan & Wright added to the flood of eloquence.

## WHILE "WAITING FOR THE CAR."

O merchants who are annoyed by people who enter their store while "waiting for the car," and who never make any purchases, the following notice will prove interesting and instructive. It originated with a druggist in a neighboring city, who placed it in a conspicuous place in his show window:

#### NOTICE.

"Patrons of this car line will please come in and kick while they wait. The telephone is free and the city directory is yours as long as it lasts. A thermometer will indicate the temperature. Don't trouble yourself about buying anything. We are here for pleasure. You can get any kind of goods a great deal cheaper in the city.

The people took the hint good-naturedly, and now when they enter the store they usually buy something.



EWSPAPER advertising, of the local variety, seems to be holding its own this summer with a good deal of success. Especially throughout the West do we find the papers well filled with advertisements of considerable originality and breeziness; if they are not, in every instance, in strictly good taste we think, upon the whole, they average pretty well—for hot weather.

A MODEL advertisement, in its line, is that of

Wm. C. SARGENT,
16 Ped Inc. West.

1 AM HARDLING THE CELEGRATES
SCHUTLINIL COSAL. MEW 19
THE TIME TO LAY PI
TOUP

COAL
POR
REXT WINTER. CLEAR,
SMY TUEL AND SULL WESSET
SUAMANTEED. GIVE SEE A TRIGAL.

Wm. C. SARGENT.



Wm. C. Sargent, dealer in coal. This advertisement is good looking, speaks to the point without waste of space, and catches the eye by reason of its typographical handling. It also bears the stamp of good taste, generally, which is an attraction in any advertisement. Among the good announcements one runs across in newspapers all over the country, are those of Battle Ax Plug. These advertisements are unusually well arranged and striking, giving prominence in every case to the brand and price.

THE HOWARD & HAYNIE advertisement which we reproduce is hopelessly ugly in its general effect but successful in being pointed and

brief Advertisers are gradually learning that garrulity is not what the public wants.

In direct contrast to this announcement is that of *The Golden Eagle*, which is attractive in its general appearance but very poor readin'. The



#### Doc Brown

Spont a half a dollar at the Dump Sale yestarday for Finery, and so much did he get for his money that he was in serious doubt as to the advisability of buying a trank. To put it in Dock dwn words—"Dose here am die greatest puplicativy of genman's wawdrobe I'se ever had at one time in a "my bown days."

## At the Dump

TO-MOKKUW

You can buy real 500 Silk Scarfa, Took thappe, in beentiful patterns, and great variety, for 500. If thin is more than you care to so more than 100 to the control of the contr

Your Money Back If It Ain't So.
Those Non't thin Summe refords are going down in

New Golden Eagle

shoe announcements of Selz, Schwab & Co. attract the eye by their oddity. They are very good.



THE "HUB' advertisement reproduced herewith is striking in effect and commendable for its brevity.

THE advertisement of a folding bed which we reproduce is rather amusing, if far-fetched. This is but part of an announcement, which was rather too large for reproduction



THE Nebraska Clothing Company of Kansas City has a very good shirt waist ad. which winds up as follows:

We've got a new lot of boys' caps for girls and girls' caps for boys. Since the bicycle craze got a good start it's hard work to dress a whole family and not get some of the clothes mixed. Don't worry. If you lose some that belong to you and get some of somebody else's, you'l! be able to buy more with the change.

BLOOMINGDALE, the New York Department Store, came out, during the recent hot spell, with a half-column announcement of a sleigh sale--part of which we quote:

# Selling Sleighs in August? How? Why?

One of the hottest days last week a big manufacturer of Sleighs noticed our announcement offering to buy up entire stocks at cut prices. "Will you buy Winter goods—my goods—Sleighs?" he asked eagerly.

"We'll buy ANYTHING and EVERYTHING, provided quality and price be right," was the answer. The deal was closed.

"Going to store them away to sell when the snow flies?" he asked at parting. "Not much," said we. "WE'LL SELL THEM NOW and deliver when the customers say so.

This should attract attention by reason of its unseasonableness, but we doubt if the demand for sleighs will be so lively as it might possibly be for boys' sleds, under the same circumstances.

An advertisement clipped from a Boston weekly and presenting one or two points for criticism is that of A. Stowell & Co. (see reproduction). The principal trouble with this advertisement is its lack of impressiveness, which results from the sameness of the lettering. It is not a pretty letter to begin with; there is a peakiness and general air of feebleness about it which is not attractive. Then, the price figures lose the effect that figures usually possess in an advertisement, simply because they have no



prominence given them. This advertisement is good in its matter, but poorly arranged.

THERE is a schoolmaster up in New York State whose advertisements in the daily press are unique, if not always satisfactory otherwise. This gentleman has a "property" cut, which shows the schoolmaster and his flock seated in an elongated vehicle and apparently bent on a day's outing. That the boys of this school enjoy themselves there can be no reasonable doubt. In the cut they are represented with smiling faces and waving arms. In tone, these advertisements affect a familiar, one-of-the-boys-myself style, which is doubtless sufficiently impressive to bring satisfactory returns; but to my mind there is something to be resented in the recent assertion of this advertiser that "There isn't a home anywhere good enough for a boy, after he is old enough for me." What a nerve!

F. W. HUMPHREY & Co., of St. Louis, are generous advertisers in the local papers and seem to be making a bid for originality. A recent seven-inch, single column advertisement led off with the weather indications and, after the insertion of a cut showing a young woman painting at an easel, proceeded as follows:

1433.—John I. of Portugal died.

1717 - Pope Pius VI. born.

1756.-Battle of Oswego.

To-day Miss Helen Gould turns over the pictures made on her Western tour, to the

Metropolitan Museum of Art, and the Italian Minister at Paris presents Ambassador Eustis with a testimonial to show that he was wronged in the Figaro interview.

Following this came the "business." Another advertisement of this firm, in the Westlithe Post, occupies almost an entire page, and gives the best part of it to a picture of a life-size hand holding a candle "Burning at Both Ends.' These words are the only part of the advertisement printed in English.



FROM "WRINKLE,"—THE FUNNY PAPER OF THE UNIVERSITY OF MICHIGAN.



#### BOSTON LETTER.

T'S a bit awkward to speak in the past or present tense of an event of the future, even though that event may be almost here. I refer to the forthcoming Triennial Conclave of Knights Templar at Boston.

Unfortunately, it will be impossible to anticipate—from the advertising standpoint—the pecuniary results of this vast concourse, or compare the relative values of the different advertising mediums as applied to this particular case.

Boston has recently had its gathering of Christian Endeavorers, who were appealed to, through the press, to bring money with them and make their trip the opportunity for purchases as well as devotion and pleasure. They didn't bring the money, and our merchants were disappointed. Query: Did they have the money to bring, or was the fault with the merchants in not talking to these people in a manner calculated to make them buyers? Generally speaking, I do not think visiting crowds particularly from a distance-can be influenced to divert part of the time intended for pleasure to cater to the pocket-books and bank accounts of local merchants. I should consider anticipatory advertising wasteful under such circumstances, and recommend that the time and place to advertise is on the ground and at the time of the event.

The Knights Templar are – for the mest part — men of means, out for a good time, with a tidy wad in their pockets, and are extremely prone to buy what strikes their fancy, and I opine that clever advertisers in Boston, having things that appeal to a Knight Templar's taste, will score many a profitable sale. Then, too, many of the Sir Knights are merchants and will meet the advertiser at least half way, and the regular and legitimate advertising of the past will find fruition.

Necessarily any public event gives the newspapers material for their columns, and as the event be more or less important so is its influence with the public and the circulation of the papers.

Boston newspapers, with one or two exceptions, have given much space to details of the Conclave, and as the whole masonic fraternity is interested in the subject in hand, as well as the general public, all of the papers here have had an opportunity to swell their circulation to tremendous figures.

The friendly rivalry between the *Herald* and *Globe* continues. No sooner does the *Herald* advertise a \$250 oilpainting for the largest number of headings from Sunday issue, than Mr. *Globe*-man puts up his little \$250 in good American gold, on the same terms.

The doll craze is still in evidence, and this scheme, while at first thought superfluous, yet is particularly agreeable to thousands of young women and children, who religiously preserve the different examples of stunning garb and bring them out, on occasions, for the delectation of their friends.

The *Traveler* is getting there fast, and Col. H. points with pride at the "want" page, as evidence of increasing appreciation of the service his paper gives.

The Post is taking a special interest in the illustrative, and once in awhile gives us something startling in the way of a pertinent and timely hit. In the issue of yesterday we have a full page damsel taking a header in the rain, which drenched us in this locality. The scene is "laid" at Crescent Beach, but those of us who got wet that day know that it was not necessary to bring in the suggestiveness of the seaside, even in a name.

The Standard still waves its American flag and is gaining in adherents every day. It has recently ordered another large press of the Goss make, with latest improvements in color printing attachments. This will be the second press made by this manufacturer – both owned by the Standard. This paper has made a great feature of the Triennial Conclave, beginning as far back as July 20, and its articles are being preserved by Knights Templar all over the country for their accuracy and completeness.

The New England Magaz ne is about to publish an elaborate book entitled "Men of Progress," which is to contain a thousand pages and articles relating to a thousand men. Mr. Claffin, business manager of the Standard, will have quite a long article dedicated to him and the fortune which attends him.

The magazines rather take the palm for attractive ads this midsummer season, and some of the layouts are very elegant and catchy. It's really wonderful what the types are capable of, and how radically different effects can be made with exremely slight changes. I notice that the greater part of the set up copy is arranged with border effects, which is certainly the proper caper and keeps each advertisement in its own vard-so to speak-and allows of full and individual effect. There is many a good adspoiled by its environment, and where copy goes indiscriminately to different mediums, and electros are furnished, it is far safer to include the marginal border to keep out intruders and the "common herd."

The different newspaper agencies all speak encouragingly of the outlook for fall advertising, and many of them are now busy figuring on large contracts. There is every indication that a period of great prosperity is at hand, and that judicious advertising of honest and reliable goods will bring a thousandfold return.

I wish to speak of a sad shock to the dignity of one, if not all, of our Boston newspapers, received at the hands of a contemporary of ART IN ADVERTISING. A printed proposition, in the instance I know of, was sent to a Boston paper, offering a five-inch copy embodying over fifty changes, to be printed in every issue of the paper for one year for the munificent sum of one hundred dollars, payment to be made either in subscriptions to this contemporary of ours, or in advertising in same at regular rates of one hundred dollars per page per issue.

It is needless to comment upon the effect this proposal had on the paper receiving it, when I say that the net rates for this service would amount to between fifteen and sixteen hundred dollars cash.

Is it a case of swelled head or a mistake? Charity would seem to point to the latter explanation. Let us hope so.

A. T BOND.

Boston, August 20, 1895.

#### ADVERTISING LAWYERS.

WAS a little surprised the other day to hear, from a well-known New York lawyer, that attorneys, nowadays, are doing considerable advertising.

The views of the legal profession in regard to advertising itself are pretty well known. From the earliest times it has always been considered out of the question for lawyers to use printers' ink, in any way, as a means of pushing their claims to professional consideration. But a new era has been gradually coming in, involving a considerable change of ideas. The men who are forging to the front in that branch of the legal profession called commercial law, are fast coming to the conclusion that they must advertise, and, as a matter of fact, they do so, through certain channels. I am informed, too, that this has not seriously disturbed the ethical atmosphere.

Now the fact is that the lawyer has always got a certain amount of advertising from the local press, all litigation being of necessity public, and a good many cases receiving a share of general passing attention. But the commercial lawyer draws very little upon this fund of public interest; very few commercial cases ever occupy the space in the newspaper columns that civil and criminal ones do.

The evolution of the collection lawyer, as a distinct specialist in the profession, has come about within the past ten years, and he is an individual who believes thoroughly in discreet advertising. The first legal directory, a private enterprise giving the names of scores of commercial lawyers, all over the country, was published about ten years ago. There are now, undoubtedly, half a hundred of such publications, and a fair percentage of them have absorbed the cream of the profession in the country towns.

No country lawyer, by which I mean attorneys in towns of up to 50,000 population, is averse to having his name inserted in these publications, because they are invariably issued from the great centers of trade, whence the best and largest claims come.

There are at least a dozen such legal directories published in New York City; as many more in Chicago; half as many in St. Louis, and

several, each, in cities like Philadelphia, Boston, and even Milwaukee and St. Paul. In most of them every town of importance in the Union, including, of course, every large city, is represented by the name of a good lawyer or firm of lawyers. We find the names of some legal lights inserted in a dozen of these directories.

In addition, many of them insert, prominently, business cards, calling attention to this class of practice—commercial collections—as a specialty. Incidentally they undoubtedly garner much other business.

The statement is made by careful authority, that at least one-third of the revenue of a large number of the smaller professional men throughout the country who advertise in this way, comes in direct response thereto. There is a lawyer in New York City who is pointed out, by his legal acquaintances, as a man who came here three years ago, quite unknown, and has built up a good commercial practice, solely by attention to business, and the use of such means of advertising as such channels afforded him.

There is another means of pushing himself by means of printer's ink, available to the collection lawyer, that is even more like general advertising. Within five years a journalistic literature devoted entirely to commercial law, has developed till it now has at least two journals of national circulation.—The Collector and Commercial Lawyer, and The Lawyer and Credit Man. These are handsome, well-edited, well-illustrated periodicals, and a glance throughtheir advertising columns will prove that a certain branch of the legal fraternity has ranged itself within its own lines, in sentiment at least, alongside of the national advertiser.

The collection business of the country is fast becoming concentrated in the hands of this enterprising constituency, and one of the prime factors in the movement has been the recognition and judicious adoption of the advertising principle. Not the least positive of the signs is the first general convention of commercial lawyers which is to be held in Detroit, Mich., the 13th, 14th and 15th of the current month.

ADVERTISING draws from its exhaustless resources rich and remunerative revenues. It is the "open sesame" to trade, like that word of command which served as a talisman to unlock

the doors of the cave stored with uncounted treasures. Nor is it a story of "Arabian Nights" romance. It is a narrative of truth and reality, in which figure all the heroes of mercantile history, for the record of every man of wealth in this country, save where riches came through the ins rumentality of legacies, by bequest or inheritance is the record of protracted and persistent advertising.— The Timberman.

## THE "WORTH" OF HIS BUSINESS.

AND ADVERTISING HAS MADE HIM SO. MR. HILL
TELLS HOW A FORTUNE WAS SPENT IN
ADVERTISING MME. A. RUPPERT.

NE of the most enterprising, liberal and persistent advertisers in the United States is L. L. Hill, the man who has made the name and face of Mme. A. Ruppert so well known wherever an American publication finds its way. With regard to that picture, Mme. Ruppert undoubtedly divides the honors with Douglas, the shoe man, with a few lengths in her favor, as Hill uses better cuts and larger spaces. He is the apostle of "Display." "It made my first success," he remarked to me the other day, between the puffs of a cigarette, for although six feet two, this young giant always has a box of his favorite "Richmond Straight Cuts" within easy reach, "and I have stuck to it ever since, although I believe in and occasionally make special contracts for 'readers.' I used one 100-line reader in 7,000,000 magazine circulation this month. The beginning of my ad. experience, and of my business experience also, was a 'reader' of ten lines on the first page of certain New York Sunday papers, which cost me \$3 a line in those days. That was in October, '88, a 'cycle' ago in the history of advertising. That ad. cost me about \$300 The returns were meager and disheartening. I didn't trace ten per cent. of direct answers. I reflected that I had a personal article to sell, and I tried the personal columns next. They taxed my wits and exhausted my patience, for I got no results worthy of my ingenious efforts. resorted to the commonplace and began a circular campaign. I distributed by hand 20,000 circulars to private houses in New York City, in



MR. L. L. HILL.

The public remained motionless. three days. Then what? Why I got mad at once and started to 'display.' It was the last resort. Failure meant my immediate retirement from business. But the big ads. in the dailies of the following Sunday issues turned the tide. From the first display in the World I traced \$700 of sales in one week following. My faith in that monumental daily has never waned. Within a year I was using an entire page in it Sundays. This advertising set the mark for all imitators and was the biggest advertising ever done for a simple 'cosmetic' preparation in this country. other great idea conceived about that time was the Mme. Ruppert lectures. I discovered in her a woman of public talents, and in May, 1880, I leased the Fifth Avenue Theatre, and announced a lecture on 'Beauty, and How to Preserve It.' This I advertised largely. A column in all the dailies and plentiful and carefully worked-up reading notices. That lecture, and the series that followed, was one of the biggest original advertising hits ever made. I repeated it in all

the other large cities, using the local dailies liberally wherever the madame went, and establishing an immediate and unprecedented demand for the preparation. I then inaugurated a steady advertising campaign to sustain this demand. I made contracts at once with almost the entire daily press in New York, Philadelphia, Boston, Chicago, Cincinnati, New Orleans and San Francisco for large space-half pages and quarter pages, confined chiefly to Sunday issues. I also used the programs of the leading theaters in all these cities. Next I tackled the ladies' mediums of large circulation, none of my ads. being less than four inches single column. In 1891 alone I spent \$90,000 in advertising and I put my business squarely on its feet, the result of such immense publicity being a steady demand that enabled me to establish branch agency emporiums in many cities where I did comparatively little direct advertising.

"My aim from the start had been to out-advertise and out-sell every other similar preparation. My success equalled my expectations; but it also made imitators, by whom the publishers have profited hundreds of thousands. There was a veritable boom in cosmetic advertising several years ago, for which I regard myself as chiefly responsible. The files of the leading dailies from '88 to '93 will bear me out.

"As to details I have been both lavish and I supervised every detail with a careful. watchful eye, and found about four years ago that by reducing my standing ads. to an average of about four inches single column I could still catch the public eye and sustain the The public knew my preparation and only needed to be constantly reminded of it, and I finally fixed on that amount of space as both reasonable and effective and have always maintained it in all the dailies I use and some weeklies. I have advertised the large cities pretty thoroughly and am now using country circulations a good deal. Big as this country is, a liberal advertiser will in time sigh, like Alexander, for new fields to conquer.

"I also spend a lot of money, from year to year, in the mails. During the month of June, which is one of my heaviest advertising months, I sent out 70,000 letter circulars. My entire business is simply a study of advertising. I am a large user of name lists. As an illustration of per-

sistence I have used one list sixteen times. The last mailing brought me heavier returns than the first. The general advertiser usually stops at the third or fourth mailing. Of course I am always thinking about 'circulations.' Circulations I regard as really something that 'no fellah can find out.' They are like an The guesser never enigmatical conundrum. solves it, but is spell-bound to keep guessing at it. I always keep a contract in abeyance till I have sifted this question to some satisfaction. I do all my ad. writing, even my circulars and booklets, and spend fully one-third of my active business hours in this work. Now this has become a simple task to me, but the work is difficult and requires a great deal of diplomacy, as it is addressed only to women and on a purely personal matter. I naturally drifted into Mme. Ruppert's own ideas, and even her style of expressing them. I have never felt that I could have done much better. I flatter myself continually that few of my millions of gentle readers could suspect that my ads. were not written by one of their own sex. I regard this as one of the great secrets of my success."

Mr. Hill is certainly entitled to the distinction of being styled the Worth of his business, which in his own case, his liberal and persistent advertising methods have lifted to the plane of a remarkable and enduring success.

# SEA SERPENT IS CAPTURED!

# Great Excitement on the Sound. Remarkable Exhibition of Bravery.

BY CAPT. TOM JONES.

THE SECRET OUT.

The secret is out about the Sea Serpent which has been disporting himself for the past week on Long Island Sound and the stories of which have been taxing the credulity of our readers to the utmost.

Captain Tom Jones, of the steam yacht "Crocodile," with a picked crew of tried men, determined on the pursuit and capture of the monster, and started out yesterday morning, thoroughly equipped for the hazardous undertaking, to put their determination into effect

The leviathan was sighted about 12 M. and the Gattling gun trained on him as soon as the yacht was within range. The chase had been lively and would have been long had the serpent appreciated his danger But he did not until riddled with bullets, and then it was too late.

The water was churned into foam by the ferocious movements of his enormous tail and great was the danger in approaching him. His curiosity probably got the better of him, for seeing the yacht approaching he slowed up and reared his neck and head full fifteen feet above the yessel. A word of command from brave Captain Jones was followed by a terrific discharge, and as the smoke was clearing the sound of a long, sharp hiss-s-s-s, such as only bicyclists know how to appreciate, was heard above the splashing water and cheers of the crew. An instant later the monster was seen collapsed upon the water

The yacht approached and a thorough examination followed, revealing seventeen bullet holes as the cause of the collapse. The serpent measured fifty-four feet in length and upon the back of his neck, just behind the horns, was found a peculiar mark, a facsimile of which was captured by our artist and is produced below:



It is suspected that his awful snakeship came into being in the vicinity of the peaceful hamlet of Tuckahoe.

D. T. MACK.

# SIGN FENCE & BULLETIN GRADVERTISING

T will probably surprise the average advertiser to learn that the practice of bill-posting in England is being attacked on the score of insanitariness. It is alleged that the decomposition of the paper and paste produces a bacilli compared with which typhoid fever germs, cholera and pulmonary consumption are but as a ten days' sojourn on the island to a bum. The wrath of the medical men who have started the craze is, we blush to record it, simply another manifestation of the professional thirst for a little free advertising. It is not an unusual thing for the journals devoted to this subject to lash themselves into a fury over the reluctance of the doctor or the lawyer to embrace the merits of publicity. But the dear doctor and the old family solicitor are able to hoodwink the editor, the publisher and the solicitor every time. It may take the form of a crusade against something or other, on behalf of public health (?), as in the present instance, or it may simply consist in an interview concerning the sickness of some celebrated patient, or it may be only a line at the bottom of an ambulance call, saying, "He was attended by Dr. Swellhead, the skillful surgeon, who reports that," and so forth. But ever and always the progressive doctor is hard at work getting the best of the publisher, and succeeding at a rate that would make the fortune of a patent medicine in no time.

In this country we have not yet approached, in the slightest degree, the popularity of this form of advertising on the other side. In fact, the size and importance of a town can be accurately judged from the number of sign boards with which its advent is signaled to the traveling sightseer. If it is a little tenth-rate town, like Cripple Creek, there are probably two or three decrepit boards, unused and long since fallen into decay. If it is a first-class station like New York, the signs begin to shriek as far up as Spuy ten Duyvel, increasing in number and violence as the town approaches. When the city proper is reached the racket is unbearable and the train seeks refuge from the din by plunging into a tunnel. In England there does not seem to be an available space in the open, where a sign can be seen, that is not occupied. There has been an outcry over the desecration of scenery by bill boards, and although we are popularly supposed to advocate and defend all sorts and conditions of advertising, as behooves a "devoted" trade journal, we are free to confess that there is a point at which we draw the line. Our sympathies are all with the English in their at tempt to restrict the display of bill boards within certain limits. It strikes us in about the same way that statuary does, in public parks. There is nothing to equal the beauty of natural landscape

Now when one takes a park and fills it with cast iron busts of nobodies, the effect is to destroy the landscape just as much as if it were a board sign. By law, board signs are excluded from parks and ought to be kept within limits outside of parks as well. There is nothing gained by opposing public interest. And in point of fact the circulation gained by exhibiting in remote places does not overcome the prejudice excited thereby.

WE commented last month on the average stupidity of the foreign editor regarding American news. Here is an item taken from Billboard Advertising, published in London, and which ought to know better:

"What is probably the highest rental in the world for billboard location is that paid by Van Beuren & Co, of New York City, for the corner of Thirty-seventh street and Broadway of that city. It is 104 feet on Broadway and 175 feet on Thirty-seventh street, and costs Messrs. Van Beuren & Co. \$520,000 per year. It is a triple deck board, and is always covered, although the rate is thirty-six cents per week.'

At thirty-six cents per week Van Beuren & Co would lose about \$516,223 per annum on this stand alone. Possibly they do. They are noted for giving good location, irrespective of cost.

#### THE ADVERTISEMENT FIEND.

(WRITTEN IN THE TRAIN BY AN IRATE TRAVELER.)

["The English landscape is being transformed into a dumping-ground for catchpenny eyesores."—See the Nineteenth Century for June.]

COR Soap and Pill each English slope and hill Is now a background, and the cry is, "Still They come;" these public nuisances, that mar The fair earth's face, like some unsightly scar. Who possibly can care, I ask, to learn That Juno Soap Saves Washing, or to turn A gaze disgusted on some blatant board, By which the devious tourist is implored To try the Lightning Pill that never fails To spot the Spot, or cure whatever ails? JOHN BULL, his missus, and the kids, I hope, Do not entirely live on pills and soap, And yet you'd surely think so, when you've scanned

The nostrum signs that so adorn our land!

Oh! heavily I'd tax 'em, if I might!

And keep the landscape clear. Am I not right?

[Terminus. Exit, fuming.

—Punch,

#### DENTAL ADVERTISING.

By Joel Benton.

THE earliest advertisement of an all-around dentist that can be found, may possibly go back just beyond the beginning of this century, but I don't imagine that it goes back much further. The dental art, however, existed n the eighteenth century, and in this country George Washington was a patron of it to the extent of buying a set, or a partial set, of false teeth. I am writing from memory and out of reach of references, so that I cannot name the artificer of those useful organs, which our Pater Patria so much needed.

I don't even know whether he was a Washington City, Baltimore, or even Philadelphia artificer, but I have a decided impression that he did not fit the first Presi ent's mouth very well, owing to the fact, perhaps, that the dental art was then in its infancy and that there were no good tools to work with. Somewhere, I am sure, I have read that ashington had a good deal of trouble with his false teeth, and to use our fin-de-siècle slang, was obliged to "bite off" more than he could comfortably "chew" with them.

Tooth-pulling, of course, existed in remote times; but tooth-pulling as done by barber and blacksmith, or even by the accepted "chirurgeon," or doctor, with the old-fashioned turnkeys was hardly a mere barbers' art—it was usually a very barbarous one. It was not always dental if the tooth did not baffle the operator, and if it came out at all it was more nearly axe-i-dental. This work was probably not much advertised at any time, in addition to the store or office sign.

But I should have said that in very remote times, hundreds of years before the Christian era, the Chinese made artificial teeth and were able to fasten them in the gum or on the original tooth root. At that time so important a new process probably advertised itself.

To go back only forty or fifty years ago, is to see the dental advertisement a mere business card, varying in length from four or five to a dozen lines. Sometimes it was a "stickful." and over, and whatever its length was, it was pretty apt to be indented with a miniature engraved type metal representation of the teeth in the upper jaw. About thirty years ago, which was sometime after Dr E. Parmly of this city had established himself in Paris, and was really the Napoleonic court and first European dentist. the famous vulcanite plate and its merits figured in the dentist's announcement of himself. He once used wooden pegs, as a method of holding teeth in a sound root, and some of the teeth so set stayed remarkably well.

Nowadays—and for a long time indeed—the anæsthetic which is employed, and the painlessness and the perfection of the operation are most advertised. People probably will never cry to have their teeth pulled, or to sit in the dentist's chair. But if an advertisement will assure them

that they wont need to cry during or after the operation, it will be a good enough one, however worded.

But very lately—and this is the climax to which I have been coming with these remarks-I saw in one of the largest cities up the Hudson River, a most emphatic and novel dental pronunciamento. Five members of the profession from this city, equipped with a Tally-ho coach, four horses, and all the paraphernalia belonging thereto, drove up to the leading hotel in full state and circumstance. Securing quarters there, they took the coach for a rostrum and office in front of the court house square. Here they pulled teeth for everybody, and performed all other dental operations for the patron's price or for no price. They were not trying to count their profits just then and there, but referred constantly to the street and number of their newly taken office, particularly after a patient who had had a protuberance taken off his jaw, and the patrons of all kinds, stepped down from the Tally-ho and said the "thing didn't hurt a bit more than being shaved."

This created a profound sensation; after which the bottle of patent anæsthetic, which the dentist carried, was offered to the dentists of the town. It was to create a sale for this, as well as to boom their newly taken office, that all this display was made. One of the features of it, was the throwing of handfuls of coin—pennies, nickels and dimes—in the street for the hoodlums, negroes and nondescripts in the crowd to scramble after. It was all well done and perhaps will fulfill its purpose.

But, very likely, this sort of advertising will not captivate all who figure in the dental profession.

#### ADVERTISING AN EXPRESS COMPANY.

DON'T suppose the great public which has to bear the brunt of the advertising mania, ever associates the great express companies with the promoters of Ivory Soap, Sapolio and Royal Baking Powder, and yet in a little jaunt down lower Broadway, the other day, I learned something about the way in which the Department of Publicity and Promotion, of at least one of the Big Four, is managed, that may be worthy of detail.

With the exception of one—the Adams—they all advertise in a general way, and even this venerable corporation has done one or two notable things. What New Yorker can forget the magnificent string teams of four and six horses with which Mr. Hoey, some years ago, was used to herald forth the power and dignity of the Adams' on our city's streets?

When I asked Mr. C. O. Smith, of the American, what they were doing, he leaned back in his chair, crossed his legs and remarked: "Well, we spent \$30,000 the first three months of this year and we shall go at it again in the fall. This was for contracts with periodicals and various popular mediums alone.

"In addition to this we spend a large amount of money on attractive printing matter, of our own get up. Here is a fac-simile of our Travelers Cheque and of our Money Order that we have thrown about all over the country. They are both attractive and unique and tend to make the people directly familiar with these features of our business. For the Travelers' Cheque department I issue a neat book, pocket size, as well made as it can be, giving lists of foreign hotels and complete maps, on small scale, of the foreign countries that are most visited by Americans. This is, by the way, a kind of miniature Baedeker, and we often have applications for a copy at our agencies.

"I use common sense display in all the leading magazines, calling attention to these Travelers' Cheques.

"This advertising is now in its second year, and I shall continue it until the great American tourist is largely satisfied that we are his best bankers when he undertakes a trip across the briny. This advertising is as liberal and well-placed as that of any of the big advertisers, I think. I began in January, and this year have made a specialty of the magazines. I gave Harper's, Century, Scribner's, and all the leaders, a page, which has appeared three times and will come out again in the fall. The tourists' gazettes

and magazines of travelall get large, liberal ads. from us in the season, in the best positions possible to secure. I tried this first last year, to our entire satisfaction, and shall increase my list of mediums fully one-third the coming year.

"In addition, we run a small standing ad. of one inch in the weekly editions of all the New York and Boston dailies. My list of best mediums of course, too, includes a number of the leading church papers, the Churchman, Evangelist, Independent, etc., and to be thoroughly cosmopolitan, I have even added Town Totics.

"In fact, I find on looking over my list, that so old and well-known an organization as the American Express Company to be abreast of the times on its special features, is using almost every medium, of the best quality and largest circulation, published in the metropolis. money orders are printed in foreign languages, and this necessitates, we think, a card in most of the journals, in strange tongues, that are published in America. You see Uncle Sam has been in the money order business fifty years and we are in competition with him, and the public has got to be kept at till it gets that fact on the inside of its caput. Only a certain proportion of the intelligent American people yet realize what an express money order is, and we are specially in the business of educating them. It takes time and it takes printer's ink, and we propose to take both till we are satisfied with our share of the money order business of the country.

"Our Traveler's Cheque was an entirely new departure. It had to be advertised, we felt, so we set about addressing the best class of the traveling public at once, through the magazines, and we felt that it was worth doing well, so we made contracts for pages and half pages, instead of using niggardly spaces. In fine, the American Express Company is a generous advertiser. It doesn't mind spending money, because it believes in advertising.

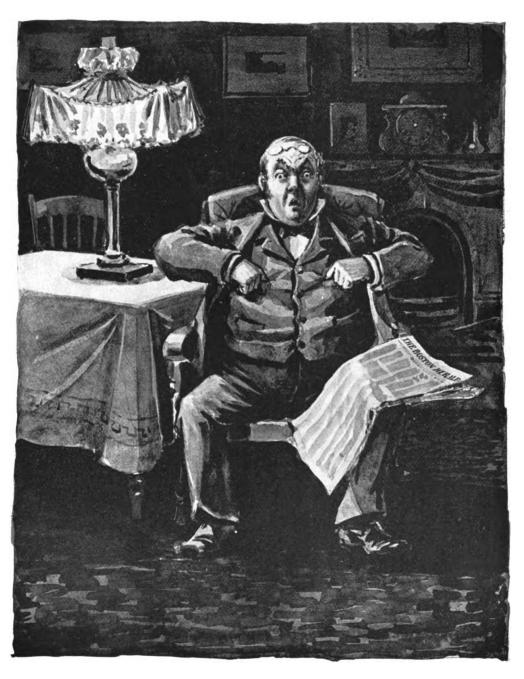
"For our order and credit department I use an eight-page folder, of which our 6,000 agents get a liberal supply, and I have managed to work up a great deal of valuble co-operative advertising for this feature among insurance companies and the big department stores of the country. As common carriers, or forwarders, to be more

exact, with a long and honorable career, we are in a certain sense public benefactors, and l claim we get an amount of indirect general advertising equal to thirty per cent. of our yearly business from the leading firms throughout the country. Is not this so? Did you ever consider how much gratuitous advertising an express company really does get There isn't a periodical-a piece of printed matter for general circulation - published in the United States nowadays, that doesn't contain the words, 'Express money order,' in a prominent place. Forty-five of the largest mail order firms in the country use our name only, in their directions for sending money. The New York Weekly Times, Sun, World, Turf, Field and Farm, Army and Navy Journal, and many other of the greatest journals in the country, insert the following directly below their regular business announcement:

"Subscriptions to *The Times* may be made through the Purchasing Department of the American Express Company at any place where that company has an agency. Agents will give a money order receipt for subscriptions, and will forward the money order attached to an order to send the paper for any stated time free of any charge, except the usual fee for issuing the order.

"Twenty of the largest life insurance companies, by special arrangement, print our name on their assessment notices, asking for remittances through our Money Order Department. It appears on the bill heads and letter heads of a great many firms, in fact, everywhere in the 'literature' of every kind of business, with this very necessary thread of money running through it, the express money order is now referred to. This is all educating the commercial world and the masses for us at a rapid rate. And it is all direct advertising. Of course, we use thousands of placards in railroad depots and prominent towns along railroad lines, all over the country. Once in a while we spring a novelty. Of such was the buff leather device for fastening a valise to a car seat, with space for owner's card under isinglass on one side and the compliments of our Traveler's Cheque Department on the other. We got rid of several thousand of these without any trouble at all."

I. .L FRENCH.



DEAR ME I'VE LOST MY GLASSES!



'There is truly a sense in which music is, of all the arts, the most literally and directly and clingingly popular."

THERE was a time when planes were rare. Now the homes of the well-to-do in which there are no planes, are few and far betwien. The plane has become the most popular of mosteal instruments as well as the most useful. Although it is an expensive article more costly than any other single thing that belongs to the formishing of a house—the plane is regarded as such a necessity that one is to be seen in almost every home of any pretension. It is an entward and visible sign of appreciation of education, culture and reflement by its possessors. Little choltrer gain many things at the piane. From its use physical and mental characteristics are developed. Lungs are strengthened by singing, the ear is trained to accuracy and accuracy, the eye learns to place marks quickly in their own place, the arms and

learns to place marks quickly in their own place, the arms and hands are given abundant exercise. The mental dis-cipline of musical training has been compared with that of mathematics. The demand for planes has been met with an ample supply. There are planes and planes. Intending purchasers who want perfect instruments can find them. Persons who wish to own a plane to till a void in the parjor furnishings, can obtain a very presentable instrument for a comparatively small sum of money. Indeed, planes can be bought at almost any price. Few families buy more than one plane in a generation, and thus have little experience in making a setection. Their position is a difficult one, as cheap pianos make a fine show in their freshly varnished car The difference in interior construction becomes apparent. how ver, when they can be compared with planes worth more money. For less than a certain sum of money a good plane can not be made. Add to this sum a legitimate profit for maker and dealer, and any money paid for a plane over and above that amount, is clearly money wasted.

Gost planes are expensive. They can not be made cheaply, because the proper materials are coulty, the artisans command high wages, and much time is required in construction. They must be made so that they will last for many years. The hardwood lumber used in the construction of the Everett Plane is cut from the log at the company's mill in New Hampshire at least a year before it becomes a part of the plane, and

after it is sawed is placed upon elevated supports that it may be properly dried in the open air. When it has received sufficient open air drying, it is shipped to the factory in Boston. where it is put into the most modern pattern of dry kilns and rkept in a temperature of from 120 to 150 degrees Fahrenhelt for sixty days. After this period of kiln drying is completed. the lumber is taken to the case factory where it is cut into sizes and patterns for case and skeleton. Such portion of the lumber as goes into the cases is taken to the veneer department and there covered with a cross band veneer. This in turn is covered with the veneer proper, which is the beautiful figure shown on the outside of the case. And in order that the wood composing the case and between the veneers may not warp. the cross banding and veneering is done on both sides of the case the side that is unseen as well as the side that is seen. Here is one example of the difference in construction between the lest and an inferior plane. In the latter, cross cut veneers are not used, and no veneer of any kind is applied to any part of the piano where it will not make a show. After the wood is properly cross-banded and venered, it is taken to the finishing or smoothing room and placed on supports to remain at least sixty days, in order that all moisture may be exporated from the glue used in attaching the veners. The case is then smoothed and put together, the parts being carefully marked, after which it is all taken apart and removed to the variety reasons.

The skeleton of a plane is the heavy cross beams which, in the case of an Upright piane, are seen in the back of the instrument. These beams are formed of the best quality of hardwood and to them are sound board. The skeleton sound board. The skeleton

smooth barrd. The skeleton of a good plane should be massive and unyielding. The skeleton having been completed, the sound board is next made and attached to it. The sound board is formed of a large sheet of the innest sprace, carefully matched and glued together, and riles are fitted on the back to give it the proper convex form. The irror plate is then placed over the sound board. This plate is a heavy easting which must have strength to withstand a strain of around torty-five tens, through the string tension which it hears. Large screws are used to fasten the irror plate and the sound board to the skeleton. It is most of seven or eight one-quarter tirch veneers of the hardest rock maple, with the grain of the veneers rossed, thus securing the strength which is required, since the



"Music has taught Love's lesson more and more."

wrest plank carries the tuning pins and it is necessary that they be firmly clamped and have no chance of turning. The wrest plank, on the skeleton with the sound board and plate, is then bored for the tuning pins; and the hitch pins having been placed in the plate, this portion of the plane is then taken to the stringing room, where the finest piane wires of varying gauges. wound and unwound, are placed in proper position on the instrumont and tightened to the necessary tension for tuning. plane now receives its first and second rough tunings. Returning to the case of the plano, it is found in the varnish room in what is called "the white." The wood is first filled then rubbed down, and for seven or eight successive weeks one cost of varnish is put on weekly. The parts of the case then stand about four weeks when they are taken to the rubbing room and rubbed smooth with pumice stone. The heaviest individual parts of each case are then taken into what is called the setting-up densitingent, and there meet the skeleton of the plane, which carries the sound board, wrest plank and strings. Here the strings receive their

This page and the one opposite show the skill and enterprise of the Chicago *Interior* on behalf of its advertising patrons. The illustrations cuts and descriptive text

third tuning. The heavy portions of the case are built up around and firmly attached to the skeleton, and it is then tuned the fourth time. The heavy work on the plano is now practically complete, the remaining stages of its manufacture being those which require the utmost indeety of adjustment in construction. The flooring of the action of variish is put on the case and while it is drying the action of the plano is hung, and the set of keys are accurately litted and placed in the instrument. On the action are hung the hammers, which must be made of the very lest material that can be obtained, regardless of cast. At this point, the pano is tuned for the fifth time. After the action and keys have been fitted to the plano, the case and its trimmings are polished by rubbing down each portion with rotten stone, which imparts the bright instructor which finished planos of the better sort are remarkable. A week having clapsed, the plano fet towed for the sixth time.

The next stage in construction is the trimming, by which is meant the fitting of the case with the necessary bardware in the way of hinges, lock, escutcheou, felts, rubber buttons, etc. The seventh tuning baving been given, the plane is placed in charge of the regulators, who adjust accurately every individual portion of the keys and action, to Insure that feeling of clasticity and lightness, with repeating quality, which is absolutely essential



I was all ear And took in strains that might create a soul Under the ribs of death."

to a first-class plane. There has been an interval of a week between the seventh and eighth tuning, which latter now takes place. Then the most difficult part in the construction or finish of the plane is performed. It is voiced. This process is the treatment of the hammers in such a way as will tend to obviate any break in the scale and to produce the same tonal quality from the lower bass to the upper troble of the piano. It is a process which requires fine judgment as to tonal effects and an accurate and artistic car. After the plane is voiced, it is tuned the ninth time and sent to the overlooking department, where any defects that may possibly exist, in either construction or regulation, are sought for and remedied. From this department the instrument is taken to the cleaners, who rub down the case by hand, using no cloth even, with the very fluest quality of rotten stone. It then receives its tenth and last tuning, after which it is packed in a heavy box for shipment. The whole time consumed from the time the timber was cut until the plano is packed for shipment, has been between eighteen and twenty months. In the various stages that have been described there are at all times about two thousand planes in course of construction in the Everett Factors.

The subdivision of labor throughout the entire Everott factory

is carried out to the greatest possible extent. Competent superintendents, selected for their skill and judgment, are charged with the critical examination of all work at every step.

The Immense factory building six stories -300 feet in length, occupies the entire square on Albany street, between Wareham and Malden streets. Beston. The actual floor space in this building is nearly three acres, and additional to this are the buildings in which are housed the frame or skeleton departments, and the case factory.

With a wealth of light and air: supplied with the most approved ventilating, a a d

hot-air system, by which an equable temperature is maintained in the fitted with the best tire -extinguishing devices and the best systems of electric lighting and sanitaryappliances. It is no wonder that the Everett factory stands as a medel among the plane factories of the world in regard to the completeness of the building itself and of every appurtenance modern device in machinery for improving the quality of, and increase ing the regularity of lits product While it is a seem-



"Ball! secreb barmony a whose power biring
Can more the savage soul and warm the breast
Bill becasing sounds, to certifies and love."

ingly broad statement to make yet it goes without dispute that the entire Everett plant, as a plano factory, is nexter perfection than is any plano factory in the world.

The first few years are the critical period in the life of a piano. The Everett Plano is guaranteed for seven years, or practically for a generation. It is the only plano shaving the Pietra-Plano at tachment, by the use of which all the delightful effects of the mandollin, guitar, harp and either may be preduced at will by the performer. Probably this class of instruments move comes next to the plano in point of popularity, and in formishing this attachment, with all other destrable and up-to-date improvements to be found in the Everett Plano, multing is left to be destred.

The beauty of some pianos is only "case deep." It is much easier to make a handsome ease than it is to put muste into it. A fairly good mechanic can do the one, the other requires the lest thought and efforts of a musical artist. The Everett Planos have handsome, tasteful, durable cases, but their lasting tone quality and ability to remain long in time is their strong point. The beauty of an Everett Plano is in its homesty, which begins with the variable on the case, and goes straight through the trou plate.

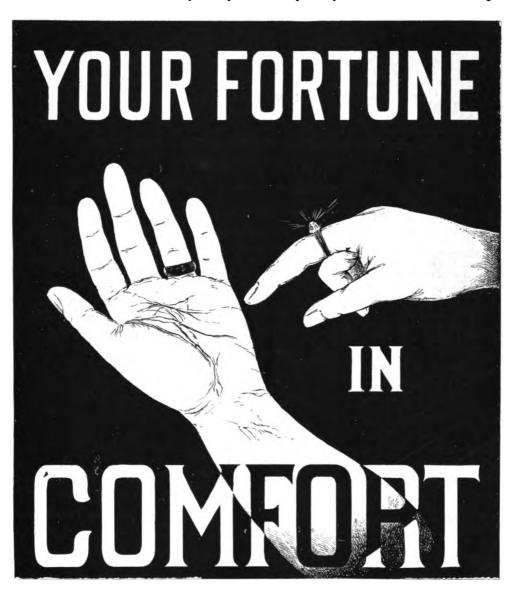
The John Chirch Company, Cincinnati, O., and Chicago, III., are general factors for the sale of The Everett Plano. It is for sale by dealers generally. Should any reader of this article desire any further information relative thereto, it will be cheerfully introbbed upon application to The John Church Company.



were all prepared in the *Interior* office and show what results are possible when intelligent methods are pursued. The *Interior* is entitled to congratulations.



THE "STAR" AD. OF THE SEASON.



#### "IF YOU PUT IT IN COMFORT IT PAYS."

As it's the only paper in the world that ever attained the enormous and overwhelming circulation of one million and a quarter copies, each and every issue, and the only monthly printed in five bright lithographic colors.

HOME OFFICE:

BOSTON :

NEW YORK: TRIBUNE BUILDING

AUGUSTA, MAINE

JOHN HANCOCK BUILDING

# Multial Reserve Fund Life Home office: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, President

#### "FOUNDED UPON A ROCK"

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

#### THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 14 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,500 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly **60 per cent**.

PER CENT. DIVIDEND SAVEDIN PREMIUMS

"A bird in hand is worth two in the bush.



MILLION **DOLLARS** SAVED IN PREMIUMS

The Mutual Reserve, by reducing the rates to harmonize with the amount required for with the amount required for Death Claims, and by judicious economy in expenses of man-agement, has already saved its policyholders over forty million dollars in premiums.

SAVED IN PREMIUMS

"A bird in hand is worth two in the bush,"

MUTUAL RESERVE BUILDING

#### 1881 THE ELOQUENCE OF RESULTS 1895 No. of POLICIES IN FORCE, over 98,000 no. of PULICIES IN FORCE, over interest income, annually, exceeds Bi-Ronthly income exceeds RESERVE Emergency Fund exceeds Death Claims paid, over New Business received in 1894, over INSURANCE IN FORCE exceeds \$135,000 750,000 21,000,000 81,000,000 300,000,000

#### **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.

ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume IX., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

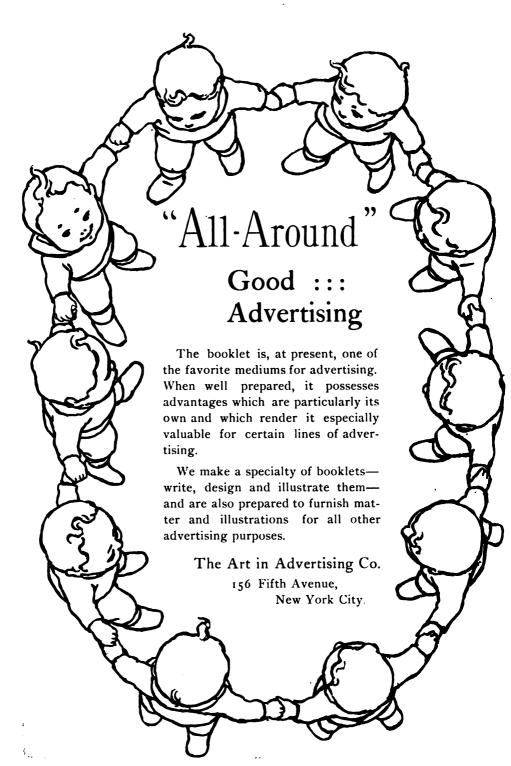
Address all communications to

ART IN ADVERTISING CO.

156 Fifth Avenue,

New York.





# You Know Me

I write the good advertisements, booklets, circulars, that you see about. Can I write any for you?

E. A. Wheatley
"Effective Advertising"
NEW YORK LIFE BUILDING
CHICAGO

#### STREET CAR ADVERTISING



# Placed anywhere in the United States

#### POPULAR MEDIUMS.

#### MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 8,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

#### Lynn.

NGALLS' MAGAZINE for ladies. J. F. INGALIS, Pub., Lynn, Mass.

LYNN ITEM. 13,000 daily. One-ninth cent per line per thousand.

#### Boston.

A MERICAN CITIZEN, Boston. Leading A. P. A. paper. 13,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

#### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

#### ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

#### MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 3,000. Largest, most enterprising, third richest county in America.

#### COLORADO.—Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

#### CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

#### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

#### Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-clar advertising medium, and a newspaper.

#### NEW YORK.—Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

#### New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for copy and rates.
D. T. MALLETT, Pub., B'way & Chambers St., N.Y.

#### PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION. Combined list of 65 Church MAGAZINES. 85,000 copies into the homeof good families. Phila., New York, Boston and Chicago Churches.

TABLE TALK, circulation 23,000. Best for Household Goods.

THE MEDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

#### OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

would enten your aye. It is our trade mark. If you are thoughtful, non-dogmatte, open to new ideas in the advarising science, you will send for our book.

The Corell Press and The Press of the Classical School (Associated) 2x University Place New York City.



#### Advertising Experts.

"The best papers pay best." Write Parvin's Advertising Agency, Cincinnati, O.



## Advertising is Like

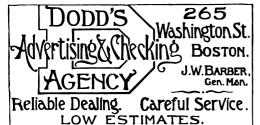
#### Hatching Chickens.

**HE** advertiser is the "settin' hen," the ads. are the eggs. If they're good eggs, and the hen does the proper amount of "settin'," she's as sure of a brood of chicks as Uncle Sam is of taxes. THERE'S A NEST OF SOME KIND NEEDEC-

say Boston Daily Standard

SEE THE POINT?

# IN DOUB



WE want some desirable contributions for which we will pay fair prices.

E. L. SYLVESTER, Editor, Art in Advertising Co. 156 Fifth Avenue, New York.

<sup>&</sup>quot;LA DELICATESSE," a Confection in Cheese. If you do not know what it is send to cents to "LA DELICATESSE" COMPANY, Herkimer, N. Y., for a sample jar.

Ž

Ž

## Tireless Workers



If you can use some tireless workers to make known to over

## · · · 225,000 FAMILIES

every week that you have something to sell which it will profit them to buy, we offer to you the services of these papers. They speak at all times when the listener is willing to hear, often when he does not expect it, but never except with the voice of a trusted friend, whose words obtain instant acceptance. They talk in the Protestant denominations, and only to those people in them who have homes to keep up, children to rear, clothe, doctor and educate—the people who have money to spend for their needs, whose habits of life are such that they procure all the comforts, and most of the luxuries, of existence.





Put Them on Your List THE SUNDAY SCHOOL TIMES

PHILADELPHIA

LUTHERAN OBSERVER
PRESBYTERIAN JOURNAL
REF'D CHURCH MESSENGER
EPISCOPAL RECORDER
LUTHERAN
CHRISTIAN INSTRUCTOR

If you have something to sell them, take the trouble to write to us for information. It will only cost you a postage stamp to learn the price of the advertising, and all about the papers.

The Religious Press Association, Philadelphia

#### A PAPER THAT IS READ

#### IS THE ONE FOR THE ADVERTISER.

A NOVEL and important outgrowth of modern times is the newspaper clipping bureau. In these establishments newspapers are read simply and solely with a view to obtain from them the largest possible number of articles of real value and interest which can be sold at so much per clipping to business men, students and specialists of all kinds who are collecting information upon subjects in which they are particularly interested. The pioneer establishment of this class in New York City, the most complete in the world, has sent to the New York Tribune an entirely unsolicited statement, which is printed in full below, concerning the value of the contents of the New York Tribune. It is as follows:

#### HENRY ROMEIKE.

To the Editor of the Tribune.

Sir: For two months past I have kept tally how many newspaper articles interesting to my 4,000 subscribers appear week by week in the New York dailies. I have a system of checking reprints, and send only live and original news to my clients, who receive either articles referring to themselves or any other matter.

Considering the large variety of subjects on which I furnish newspaper clippings, it seems from statistics which I inclose that the Tribune contains day by day and week by week far more original matter than any other daily in New York City.

Yours truly, HENRY ROMEIKE.

WEEVE ENDING

WEEKS ENDING											
Paper.	June 10.	June 17.	June 🕦.	July 1.	July 8.	July 15.	July 22.	July 29.	Aug. 5.	Aug. 12.	Totals.
Tribune	535	555	480	528	581	545	532	542	477	477	5,252
Times	498	478	412	410	878	391	491	394	363	399	4,204
World	505	421	405	361	329	270	270	276	285	335	8,457
Herald	303	302	272	234	267	254	297	237	298	274	2,738
Sun	397	400	391	365	840	848	348	<b>33</b> 0	353	339	3,611
Recorder	309	814	272	295	251	266	272	218	254	255	2,706
Press	258	290	147	171	206	216	224	278	260	237	2,222
Mercury	157	198	164	170	172	195	180	182	146	180	1,744
Journal	325	387	337	317	264	203	229	247	257	257	2,823
Daily News	188	173	134	185	144	184	148	134	129	189	1,508
M. Advertiser	302	288	265	204	298	249	233	251	238	204	2,532
Com. Advertiser	280	315	237	278	267	264	283	258	281	302	2,755
Staats Zeitung	106	129	184	116	101	108	110	102	84	87	1,072
Mail and Express	488	462	365	848	318	351	368	357	325	321	8,698
Telegram	110	119	111	125	92	99	99	92	110	103	1,060
Evening Post	296	296	278	251	197	241	239	186	290	225	2,364
Evening Sun	109	94	100	114	86	108	71	90	94	88	954
Evening World	184	168	120	125	112	96	146	100	141	146	1,288

For rates, etc., address

THE TRIBUNE

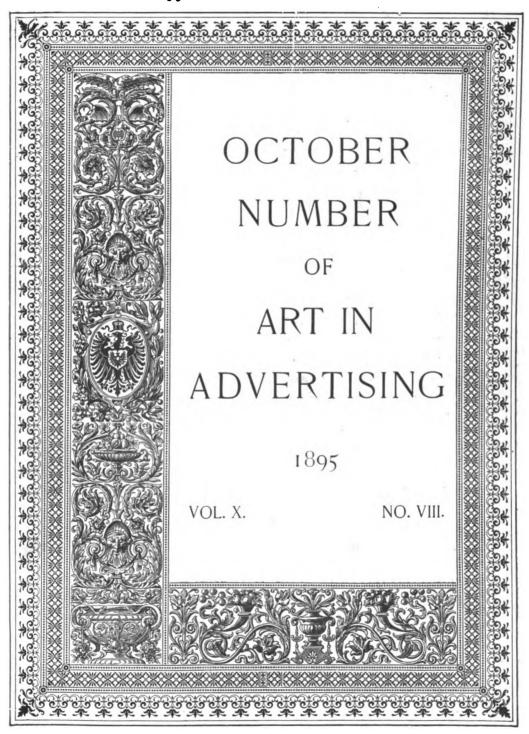
**NEW YORK** 



The first paper "sold out" on the stands is

The Sun.

and with most people it's The Sun or nothing





# BOOKS FOR ADVERTISERS

"Building Business" — for every business man, advertiser or not—covers the world of publicity, from advertisement writing to commercial printing. 518 large pages. Illustrated. Price, \$3.75.

"Practical Publicity."—25 lessons in good and bad advertising—illustrated with reproductions of actual advertisements, the usual unprofitable style of writing and display—accompanied with the advertisements rewritten and reset after modern styles of successful composition. Illustrations of the 50 best advertisements of the 50 best advertisements of the 50 best advertisers Price, bound in cloth and gold, \$1.00.

The Pope Mfg. Co, largest bicycle house in the world, say: "Fowler's book opens the door to successful publicity. It is indispensable to the desk of every man who is trying to make money."

The George Frast Co., makers of Hose Supporters and Waists, say: "The man who can't afford to buy Fowler's book can't afford to do business."

Ferris Brothers, manufacturers of "Good Sense" Waists, say: "Fowler's book contains more ideas to the square inch than any such publication ever printed."

M. M. Gillam, of John Wanamaker and Hilton, Hughes & Co., says: "I have never seen anything of the kind that seemed likely to be of as much practical value to business men."

## BOTH BOOKS FOR \$3.75

Express prepaid.

Address

Nath'l C. Fowler, Jr., Building New York City





Entered at the Post Office at New York as second-class matter.

VOL. X.

OCTOBER, 1895.

No. 8.

Published by The Art in Advertising Co.
156 Fifth Avenue, New York.
Chicago Office, New York Life Building.
H. C. Brown, President.
E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

Copyright. All rights reserved.

THERE is something in the continued advance in wages throughout the land that suggests a coming advance in rates. The laborer is worthy of his "higher."

If you find yourself pushed to the wall by competition send at once for a sign painter and have the wall decorated with a good advertisement of your business. This will be the quickest way out of your difficulty.

Don't worry because your competitor's announcement is larger than your own, but be careful he doesn't get ahead of you in the matter of good taste and quality.

THE form of advertisement which finds its way with the most unerring accuracy to the waste basket is that which disguises itself as a "personal" letter. Circular letters are rather played out, at best, but the one marked "personal" should be placed upon the retired list with all speed possible. These letters reach a

man simultaneously with his important business mail, and in reading the latter he naturally becomes interested and preoccupied. In its order he opens the sham "personal," and nine times out of ten throws it impatiently down without a second glance.

The amount of good money wasted on postage for this inefficient sort of advertising must be considerable.

Your advertising is a vital part of your business, demanding the same careful management that is accorded to any other department.

THE manufacturer does not forget his workshops in order to look after the shipping department, nor is the shipping department neglected in favor of the show or sales rooms. Gross mismanagement of this kind would result in a speedy winding up of the business. And by the same token, he cannot slight his advertising. It is equally important with the other departments, and if overlooked or carelessly handled must inevitably bring confusion and loss to the business.

DON'T poke fun at the testimonial—it is an excellent salesman.

ADVERTISE vigorously—make yourself felt. Half-hearted, intermittent advertising won't "go down" nowadays; the public is "on to it" and has a very decided prejudice in favor of the advertisement which is always with them.

In advertising, as in everything else, it pays to have the best.

THE expensive medium is usually expensive because it has a right to be—it has proven itself valuable to the advertiser.

THE man who can see no further than the end of his nose is the one who quakes in his boots at the sight of an advertising bill.

He is a wise merchant who realizes that there is no greater risk in spending his money for advertising purposes than there is in purchasing a bill of goods for his fall trade. He under-

stands that without the advertising he takes his chances on getting his money back on the goods.

As a rule the average publisher is in mortal dread lest he print an article that would benefit his advertisers, without charge. Doubtless the publisher is very frequently worked, and we do wrong perhaps in saying that he rarely prints a free notice

THE sudden deaths of Mr. A. H. Siegfried, of the Ladies' Home Journal; of Mr. W. F. Carleton, of Carleton & Kissam, and of Mr. H. O. Houghton, of Houghton, Mifflin & Co., make the past month exceptionally notable in this respect.



Horrible Example: - I never took a dollar's worth o' space in my life; see!

ABOVE CUT, MORTISED, \$1.00.

#### LONDON LETTER.

THE advantages of issuing a periodical in the interests of one's own business have often been discussed, and the experiment has been frequently tried, with more or less of success.

There are some businesses in which a good and readable journal would furnish a highly desirable medium for communicating with patrons in esse and patrons in posse among the public. I should think that a big department store, like your Wanamaker's or our Whiteley's, would find such a thing very useful, if well done, and Wanamaker's much-scolded Book News seems to have been, in regard to one of "honest John's" departments, an attempt of the kind.

Mr. Whiteley, "the Universal Provider," as he calls himself, at one time contemplated a thing of the kind, to be called, very appropriately, The Universal Provider, and dummies were, I believe, actually prepared for it. The plan, however, in just that form, was not carried into practice; but the organization was utilized for a monthly periodical, called The World's Provider, subsequently converted into The Home Provider, a weekly—and weakly-publication which shortly perished. I thought, and still think, that had Mr. Whiteley adhered to the original plan he is said to have contemplated, he would have found it good advertising.

THE conditions under which a personal organ can and cannot be made to pay are not very difficult to outline. Anyone who has a considerable variety of things to sell, or who has frequent occasion to put forward innovations, novelties, or new facts in regard to old staples, would find such a periodical good advertising. Anyone who had not these conditions would find it unprofitable as compared with newspaper advertising, because on the one hand ordinary newspapers have, if judiciously selected, the advantage of a larger and more certainly appreciative circle of readers than a personal organ can usually aspire to; and, on the other hand, they cost far less to use (high as their rates are) if they be worth having at all, in proportion to their influence, for the reason that in their case



the incidental expenses are contributed to by an enormous number of persons—advertisers and subscribers—instead of being all concentrated on one exchequer.

As an argument against a personal organ it may be remarked that such a journal has nearly always to be for the most part given away; and it is universally agreed that the public pays less attention to a thing which it gets for nothing, however good, than to one that it has to pay for.

A CLASS trade is eminently conducive to success in publishing, for advertising purposes, a personal organ. I suppose the most important periodical of the kind in this country is *Medical Reprints*—an illustrated medical journal issued by Mr. J. M. Richards, in the interests of Lactopeptine and of a number of other preparations, the advertising of which he confines exclusively to the medical profession. It is a handsomely printed sixteen-page monthly, very fairly



described by its heading, which is something like this:

#### MEDICAL REPRINTS.

With Original Essays: Home, Foreign, and Colonial: Illustrated.

Vol. VI. | London: August 15TH, 1895. [No 67.

It contains original articles by prominent physicians and surgeons, well paid for, and reprints of articles from American, foreign and colonial medical journals, with an original leading article (usually a review of a new book in general literature, possessing some sort of medical interest), and a couple of pages of medical notes and news lightly treated. It has a paid subscription list, but is circulated at frequent intervals to the entire medical profession. advertisements are confined to goods controlled by the proprietor, and the paper, of course, gives the house an unequaled facility in introducing new goods to the doctors, and in keeping the profession informed of the latest testimony in their favor.

THE Eastman Photographic Materials Company, Limited, has lately taken to publishing *The Kodak News*, a little monthly journal of the science and art of photography, illustrated by

half-tones, beautifully produced and printed, of pictures taken with the Kodak and other Eastman appliances. It is read with avidity by the large confraternity of amateur photographers on account of the "pointers" which it contains in details of photographic manipulation, contributed by competent and often by well-known experts in the art.

A CUTTING drug store company, with a number of branches in London, likewise issues a monthly periodical, and a similar concern having branches in the Southeastern part of England also issues one, though I don't think much of either. The "London Provident Association," a proprietary concern something between a ballot loan society and a long period savings bank, conducted on the principle of "if you keep on long enough you get your money back with plenty of interest, but if you stop you lose it, or a part of it, and get no interest at all," used to, and may still, for aught I know, issue a monthly magazine. This association is a perfectly solvent one, and acts up to its agreements; but it is always being complained of by people who get tired before the time is up, and I am afraid most of its profits come out of people who make sacrifices to get out of it.

Another form in which a personal organ can be used is by localizing it, and this furnishes a means by which even a small concern in a provincial town can have a periodical of its own at a trifling expense. A year or two ago a company was started which produced a paper localized in this way for minor department stores. It contained advertisements of all



kinds, collected by the printers, which helped to make it cheaper to the local man, who had a certain space to fill, as he might please, with his own announcements.

On the localization plan, however, one of the shrewdest things that has been done is the Popular Budget, published in the interest of Dr. Lynn's Fig Remedy—a patent medicine which has made a good bid for the fig business in this country. This is a monthly sixteen pager, with good stories, jokes and pictures. It contains advertisements of the fig remedy, and is issued at a cheap rate per thousand to druggists—not more than one in any one town—with the back page ready printed to suit each local client, in accordance with his own copy and design. On the front page the name of each local druggist is incorporated with the title—thus:

#### "SMITH'S POPULAR BUDGET."

and there is nothing to show the unsophisticated reader that it is not exclusively his own. He can even have the title altered if he likes. I saw one of them, subscribed for by a druggist in a north of England town, with the title:

#### THE BEDLINGTON TERRIER.

This thing pays the druggist well, because he gets the benefit of a big printing contract, so that he has his papers cheap, while his own advertisements have got a prominent position and can be varied exactly as he pleases, with all the advantage that good London typography can give him; and I have no doubt that it pays Dr. Lynn very well, because a part of the printing is met by the local payments, and the advertisements of Fig Remedy which it contains must needs do good. Remedy is, of course, well advertised in ordinary newspapers also, and has a fair sale already. It is a very palatable and efficient preparation, and has some good testimonials at the back of it.

THE Wallpaper people here are good art advertisers, and, especially in the ladies' papers, get out some very pretty work. I append an example or two They are selected almost at random, and are by no means put forward as the very best of this class of advertising. Jeffrey & Co.'s design—one of those which I send



A LONDON POSTER.

for reproduction—is, I think, by Walter Crane. Wallpaper is a thing that will stand advertising, and which does stand it very well.

THE Windsor Magazine, a monthly, at sixpence, has got out a good poster—certainly the most striking poster that is at present on the London walls. The design has likewise been utilized for a rather futile handbill, which, however, gives an excellent idea of what the poster looks like, and if your half-tone etchers can get over the difficulties which it presents (the background is red and the figure clothed in black) it will be reproduced in illustration of these remarks. The design is by Stanley L. Wood. Of course the man's eyes are preposterously large; but no doubt this has some relation to the story, and as a poster it is one of the most striking designs I have lately seen.

ADAMS' CHEWING GUM is shortly to be advertised here with a poster designed by Faustin, the famous French artist, and printed by Mr. Alf. Cooke, of Leeds, the best known of English chromo-lithographers, who holds, by Royal Warrant, the appointment of Colour Printer to the Queen.

LONDON, August 24, 1895.



HE appearance of the brewer as an advertiser of prime importance has spread dismay among our brethren of the religious press. There is very little in the way of sordid gain which these worthy gentlemen allow to slip through their agile fingers, and now that the supply of ten per cent mortgage business has fallen off the various "Malt Extracts" have produced a new crop of contortionists who have outdone everything heretofore attempted in the way of whipping the devil around the stump. In some of the papers the name of the brewing company is carefully eliminated, likewise all reference to beer. A series of clever drawings, taking the student of brewing back to the days of Joseph and Pharaoh, seems to be the most favored. Another company, which also works the medical racket, is a little bit too transparent for even the subscriber of a religious paper, and with many a sigh the copy is declined. It is proverbial that an ad. which is thrown out by a religious paper must be rocky indeed, but there is usually some comfort in the thought that it would cost the paper more subscribers than the cash produced by the business.

THE queer fish that make up the subscription list of a religious paper can best be judged by a circumstance that came under my notice in Detroit last month. It was a convention of W. C. T. U. people, and a great sensation was produced by a paper, read before the convention, attacking Hire's Root Beer, on the ground that

it had alcohol in it. As a matter of fact there is more alcohol in mince pie or canned peaches, or preserves of any kind. But because this happens to be a liquid, no end of fuss was made, and the truly good rejoiced over having discovered the devil in a most cunning disguise. The amount of free advertising which Mr. Hire subsequently enjoyed was doubtless the cause of equal rejoicing in the heart of that unregenerate sinner.

THERE is an eminent family paper in Boston classed with "Kid literature," much to its mortification and annoyance, which has also experienced the sad results of monkeying with the Puritans. When Eisner & Mendelsohn first got out Johann Hoff's Malt Extract, this publication accepted the business and began the good work of evangelizing the heathen. But the heathen would have none of it. They stopped the paper in shoals, and so the good dollars of Eisner & Mendelsohn were suffered to depart in peace and the advertising department learned its lesson. So the effort of the religious press to render these beer ads, palatable to their readers is no laughing matter. Man cannot live by words alone nor does he care to inhabit a wilderness for the sake of encouraging an enterprising raven.

The amount of new business appearing in the magazines is not at all discouraging and is quite up to the general expectation. The quality of the business is certainly a gratifying



HARTSHORN'S SHADE







泰

as stiff as a nail — as sharp \* as a needle—the Puritan Pin \* -sold everywhere

EXQUISITE CLEANSER. SOOTHING. ANTISEPTIC









CROSS OF THE LEGION OF HONOR had they been invented in his day, for the "Man of Destiny" was quick to recognize and reward real merit with his medal of uni-

See that the name is in plain sight. in all styles. Every strop guaranteed. Catalogue Free. Tells how to strop a razor. J. R. TORREY & CO., P.O. Box 1014 D, Worcester, Mass.

SOME GOOD CURRENT ADS.

circumstance. The growth of high-class business, such as S. H. & M. Dress Linings, Fibre Chamois, Buckskin Fibre, etc., is certainly a pleasing feature. As the years go by the utility of advertising is becoming more and more apparent in lines that formerly never gave it any consideration. It is rumored that some other equally desirable business will soon be in the market, and the prospects are that the example will prove contagious, to the mutual benefit of all concerned.

THE September business in the magazines is, on the whole, quite in keeping with the high standard usually expected from this source. The total number of pages carried by the firstclass magazines is not up to what it was in 1802. but the improvement over last year is noticeable. The Columbia people have a full-page heart-to-heart talk, entitled "What would you have done?" which may be good advertising, but is very sloppy weather. The Velvet Skin Soap people have a page that knocks the Buttermilk people endwise. Armour has a capital full page with a little girl making soup, and for a wonder the little girl's face is a child's face. Lundborg has a good thing, but Pears' Soap, directly opposite, isn't at all up to the standard. Cleveland has a first-rate page, "Two Winners," though in view of the cup race fiasco much of the effect is lost. Ayer has a good, closely written page full of excellent argument But why in the world Harper's should have printed that Pabst's ad. in September number is past finding out. Drisler should have run his blue pencil through that copy.

There is any number of attractive quarter pages and many excellent halves. The makeup throughout is good and the Harpers seem to be improving their pages right along.

A TENDENCY, to which I have referred in these columns recently, and the full significance of which is not, I think, fully recognized, is the growing business in weeklies. Heretofore the monthlies have easily maintained their supremacy as popular favorites. But whether it is because the rapidly increasing list of monthlies is diminishing their individual prestige, or whether it is the new tendency or not, I am not prepared to say. But there seems to be more business for weeklies than before. The competition of the Sunday paper has doubtless been

sadly against the weekly, and much of the apparent lack of interest has been wrongfully, I think, placed at this door. As a matter of fact, the weeklies themselves have been much to blame. As a rule they are hilariously stupid. The aim seems to be to make each number duller than before, and in this they were un-And the circulation doubtedly succeeding. But of late this has changed very dropped. materially. Both Harper's and Leslie's show signs of rejuvenescence that is quite refreshing, and indicates a return to the old-time halcyon days. There is room for a good weekly, but not a ten-center. Five is enough. A very excellent paper that has been rather slow in attracting public appreciation is the Illustrated American. Like all new periodicals, this one has gone through the usual experience. Immense sums of money have been spent on it. had unfortunate editorial management and indifferent business management, but they seem at last to have got through their teething time. The paper has lately shown some surprising evidences of ability, and the present crowd is fast learning how to suit the wants of its constituency. It is now in its fifth year, and represents an investment of nearly half a million.

It cannot be denied that there is a certain quality all its own in the *Illustrated American*. The pictures are selected with excellent judgment, and seem to possess the divine quality of interest.

There is evidently a change coming over the public taste in matters of weekly literature. For many years the London Graphic and the Illustrated News held an undisputed leadership in this particular field. But somehow or other the interest flagged, and culminated in the projection of the Sketch, which is supposed to be under the same ownership as the News.

The Sketch is in every way an excellent advance over either the Graphic, the News, or anything continental. It seems to have a swing and a dash wholly foreign to that land of star writers and clumsy publishers. The price of the Sketch is practically half that of the News.

Both sell for 6d, but one has just twice the amount of matter. The *Illustrated American* is giving more actual pages than any others, and in this way is cheaper But it does not grasp the great opportunity that lies before it in the way of a reduction in price.

#### BOSTON LETTER.

HAVE often wondered if business firms generally understand the true results from advertising; how additional business is acquired, and where it comes from.

I am of the opinion that the true state of things once fully appreciated, many a non-advertiser would be startled at the imminent danger of his business, and enter the lists with an eagerness only commensurate with his physical ability.

Let me explain my meaning. Leaving out the question of extravagances and acquired tastes, commerce deals in necessities-articles of food, for dress, for et cæteras, and the elements that enter into their preparation; and with no appreciable increase in the demands for these things-above the natural increase in population-the fact is that all businesses are placed in the position of a struggle for enough of this normal demand to either satisfy a reasonable or a greedy desire for gain. In short, advertising takes from one man or firm and gives it to another, according as inducements are offered or popularity acquired. For a simile take your local grocer-one of them; he carries enough stock to supply your whole town, or can procure enough; but even he has his competitor, and the favors of your townspeople are divided between several dealers. If this grocer is wise, and prefers to control the trade in your town, he first carries in stock goods that are widely advertised, goods that are known as standard from wide publicity, then he does a little advertising on his own account, and tells people that he has this stock of goods, displays it to the public gaze, and talks about it, recommends it and sells it. Every pound of sugar he sells, every yard of cotton cloth that goes out from his store fills completely some want, some need that-for the time being-is satisfied, and his competitor has no opportunity in this particular case. So it is in the larger scale of manufacturing; popularity is attained by the advertising influence brought to bear on the public, styles are created and adopted by the almighty power of advertising, and the manufacturer with either an unpopular or unadvertised stock is driven to the wall and crowded out of existence by the preference shown his advertising competitor.

So to business firms let me urge the necessity for making a bid for business by advertising, lest you not only do not get your share of business, but find yourself relegated to the indignity of a "back number." There are many available forms of advertising, and if you are fortunate in your selection and nicely adapt it to the class of trade you wish to cater to it will be the "other feller" who will have to hustle. Another thing. Quality, unmistakable quality, is the only sound basis for your advertising operations. Be sure the merit in your goods deserves your advertising eulogies, and leave no stone unturned to retain a confidence once established. The most that the best advertising will do for the cigar manufacturer-for instance-is to induce the smoker to try one of his brand; if the cigar is agreeable he has accomplished the most that advertising can possibly do for him. On the other hand, if the cigar be disagreeable to the purchaser he will not only never buy another similar one, but be constantly reminded by the manufacturer's advertisements that he is unworthy of the confidence of the public, and even take pains to tell other smokers of his experience. Think it over.

An index of the business conditions at present existing in the field of advertising can best be obtained by personal talks with advertisers, the newspaper men and the advertising agents. As a result of many recent interviews I am most happy to say that business confidence is fully established. At present there are running in Boston papers something like twenty-seven advertisements representing as many advertisers of national repute. There are fourteen different trades represented by these typographical gems, and every one of the houses represented has compelled the public to acknowledge the merit of its goods first by its honest offerings, and then by persistent advertising.

There should be a very large increase in the number of ads. by the time this article is read, as I have information from the newspaper advertising agencies here that there is much business in sight and many large advertising contracts being closed.

I HAVE to chronicle the sad death of Mr. W. F. Carleton—of street-car advertising fame—which occurred while on a trip to the far West in search of relaxation from business cares and a much-needed rest. Personally acquainted with this gentleman since prior to his acquisition of the Boston cars, I have watched, with pleasure and amazement, the development of this branch of advertising here, and I recall the first mighty efforts he successfully made to popularize the street-car medium.

I WISH to reproduce a recent advertisement of Paine's as a frightful example of degeneracy. Here it is:

## "'99 THIS WAY!"

(CUT OF DESK.)

One moment, '99! We want to open our face to you about your dormitory outfit. Let us talk in the vernacular. The footless public may not get on to the scheme, but we are not jollying the public on this trip.

You want to get together on some furniture. Now don't fool yourself on prices and qualities. If expense cuts any ice come to us. We are easily in the push on price.

We mark our standard goods to students at prices to beat the band. You'll get cold feet if you are too keen after cheap furniture. You want comfort and you're not in it with cheap stuff. Remember we push the baggage wagon free in any part of Cambridge.

This double Library Desk will give you a line on our position. \$13.50 in solid oak, and it has nine large drawers, two full-length slides, and is finely made throughout. They'll strike you for 21 elsewhere.

What do you say? Are we in it?

## Paine Furniture Co. 48 Canal St.

MR. DELAND is supposed to be the father of the extremely refined and scholarly advertisements published for this firm and admired by the whole advertisement-reading public for their purity, tone, and interesting nature, and to attribute this monstrosity to his facile pen and erudite composition would be an injustice, unless it can be sworn to that he had just been reading "Chimmie Fadden." Then all bets will be off.

SPEAKING of "Chimmie," here is another advertisement conceived in the same spirit of iniquity—or rather from the same iniquitous inspiration—per Dodd's Agency:



It occupied a whole page in our own Nickeil Magazine, published by Russell Publishing Company, Boston, and had a jagged border around it in keeping with its chaste (?) design. It wasn't half bad with the "Chimmie" fever raging.

THE comparatively new magazine, with title Young People's Magazine, is now published by Messrs. Colton & Walsh, the newspaper advertising agents in the Herald Building. I am told that it has attained a circulation of some eighteen thousand copies.

THE September number of Brown, Durell & Co.'s *The Trade Monthly* comes to hand, and its editor, Mr. Arnold, should feel proud of its appearance.

THE advertisements of The J. C. Ayer Co. are of a more quiet and refined tone than of former

years, and as a sample of a recent one I present this ad. with the statement of my belief in the

## USE AYER'S SARSAPARILLA

For weak, tired feelings, headaches, liver, kidney and stomach troubles, rheumatism or neuralgia, pimples and humors, or any disease or ailment arising wholly or in part from impure blood. It has cured others, and will cure you.

### DOCTORS RECOMMEND IT

efficacy of a contrast to competing sarsaparilla ads. The border or marginal line around an ad. is worth as much as half the space occupied.

To Bloomingdale Printing and Advertising Company my compliments for a recent copy of Footlights, with the suggestion, in a most friendly way, that their bulletin on page II., headed "Brain Brokers, etc.," would be more consistent if a well-to-do business man were inspecting it instead of the little Trilby in the sun bonnet.

I UNDERSTAND that Rising Sun Stove Polish will have a big boom this fall.

BOND, of Boston.

September 21, 1895.

Peterson's Magazine and Arthur's Home Magazine were recently sold at auction, the sale taking place in the firm's office at Asbury Park. Peterson's was sold for \$5,000 to Carl J. Adams, at one time circulation manager for Munsey's Magazine. Arthur's Home Magazine, which had been appraised at \$5,000, was sold to Dr. Hugh S. Kimonth, of Asbury Park, for \$350.

#### PROGRAM ADVERTISING.

S an advertising medium the peculiar advantages of the theater and concert program are apparent. Its real value, however, has not been generally recognized until within recent years. Its advertising space, previously, has been devoted to the announcements of piano houses, music publishers, aftertheater restaurants, and a few other lines of business supposed to be particularly suited to the medium. Nowadays its field is a broad and general one. While, like every other medium, the program is especially appropriate for certain lines of advertising, there is none better fitted for carrying a miscellaneous busi-The program is placed in the hands of thousands of peoplepeople who keep it in their possession for three hours or more, on a stretch, and who will read it carefully during the intermissions. (There are people, even, who will read a program throughout an entire evening, especially if they are attending a concert and the program is printed on good, stiff paper, which rattles well during the softer passages in the music!)

It is all very well, then, for the keeper of an adjacent café to let the audience know that it can have a good supper at his establishment, after the performance, and it is a wise music publisher who informs the play-going public that all the songs introduced into the play are for sale at his music store; these are advertisements which belong to the program in particular. But the latter's usefulness does not end with the café man or the music publisher.

It is safe to assume that a large number of the women attending a given play or concert will be engaged on the following day in shopping. When, then, could the milliner, the dry goods' house, the glove establishment, "Ladies' Lunch" and confectioner, and all the other retail people, find a better opportunity for addressing themselves to the prospective shopper? The more one thinks of the matter the more he becomes convinced of the value of the program to the advertiser. It might be rash to assert that it would be an unexcelled medium for exploiting a steam plow or hot air pump, but none can doubt its efficiency for general, all-around business.

With its increased popularity among the advertisers there is, of course, a necessity for making the program larger. Many of them are now printed in pamphlet shape and, in some instances, attain to the dignity of booklets. The program used by the Boston Symphony Society is a forty-four page book and carries a wide variety of advertisements, including not only the common run of program business, but coal, hotel, railroad, insurance and various similar announcements. This program is one of the few which derives especial advantage from the fact that it is valuable in a literary way, and therefore destined to be preserved by its possessor.

Whether it pays to make a program attractive by the addition of special features is a matter to be decided by experiment But in any case it is an important advertising medium and one that should not be overlooked by the local advertiser.

One of the new magazines to be started in New York in the fall (says the Boston Literary World) will have no illustrations. Its projectors believe that "the illustration of our popular magazines is being overdone, and that the public is tiring of simple 'picture articles,' the chief merit of which lies not in the letter-press, but in the pictorial part."



A STARTLING POSTER.



#### A. WINEBURGH.

NE of the talented brothers in a decidedly talented family is Mr. A. Wineburgh, a brother of the more widely known M-Wineburgh. There may be some differences of opinion regarding the exact nature of the talents possessed by the Wineburghs, but it seems as if the talent was pretty much in the nature of getting there.

Mr. Wineburgh is an active canvasser, spending much of his time on the road. He is an agreeable young man and does business on the square. About the worst thing that can be said of him is that he drove a tandem at Long Branch during the summer.

#### SOME GOOD WINDOW DRESSING.

NE4 of the large double windows of a Washington dry goods establishment is at present occupied by a good-sized summer cottage, constructed entirely of Kleinert's dress shields, and occupied by a family of French dolls. To judge from a hasty observation, the dimensions of this "waterproof" habitation must be five or six feet in length by nearly as much in height, and the effect is decidedly unique and striking.

The same store has another of its extra wide windows occupied by a pretty device in hand-kerchiefs. Two life-size swans, fluffy and animated (considering the unusual nature of their make-up), are attached to a handkerchief craft which floats upon a looking-glass lake, surrounded by banks of handkerchiefs. This is a clever bit of window dressing.

# Rengpaper Kössertiging

HE bicycle girl as an advertisement is much in evidence these days, figuring more or less conspicuously in every medium and in every pose and predicament peculiar to the pastime. Among the best newspaper advertisements of the kind are those of the Gormully & Jeffery Mfg. Co., in behalf of the Rambler. The specimen shown herewith was clipped from the Washington Post, where it occupied a space of 61/2 x 81/2 inches. Washington, by the way, produces a good deal of local talent in the way of advertisement writing. The advertising columns of her daily papers are never, by any chance, dull. In this respect they resemble some of the Western papers, which show, perhaps, the greatest variety of odd, bright, snappy advertisements to be found in the newspapers anywhere in the country. In New York even the least dignified of advertisers preserve a certain amount of decorum and conventionality in the preparation of their announcements which



prevents any undue obtrusiveness of one ad. over another on the same page.

The Washington advertiser keeps his eye on the local happenings of the day, and is likely to come out with some appropriate reference thereto in his advertisements. Take, for instance, the following, of J. H. Chesley & Co., anent some official decision in the matter of garbage cans:

# \$5 Fine For Not Having a Regualistion GARBAGE

Save your fine and save part of the price of a can by getting it here. Ours are built in strict accordance with the District requirements

whereupon follows a list of cans with their prices. This is good advertising and indicates a wide-awake attention to business which ought to pay. Another bright firm makes a point of announcing that on certain days it will cash all pension checks for customers. In a place like Washington there is undoubtedly reason for supposing that the cashing of these periodical checks is something of an accommodation to their holders, and probably the house makes friends by its offer.

A GROCERY advertisement with a striking bor-



der is the one of R. H. Williams from an Indiana paper.

A SHOE firm out West uses a funny cut showing a class of little darkies reciting, in chorus, before an old black schoolmaster, the following verse:

> We are happy little children, and We love our pleasant school. We love our gentle teacher And obey his 12-inch rule.

The advertisement otherwise is not very good.

#### CORRESPONDENCE.

Philadelphia, September 13, 1895.

Art in Advertising Company, New York City.

GENTLEMEN: Regarding the inclosed clipping from the September number of ART IN ADVERTISING we have to say that The Philadelphia Times was the originator of the device mentioned and has used it extensively for several years past. In justice to us we think you should make mention of this fact in the next issue of your periodical.

Yours very truly,

THE TIMES.

J. S. Bryon, Cashier.

The device mentioned is that of the penny

inserted in a card which bears the query: "Have you read the Philadelphia *Times* this morning?"—ED.]

New York, August 20, 1895.

To the Editor of ART IN ADVERTISING.

DEAR SIR: Like most housekeepers, I have my prejudices in favor of certain household articles, and while not particularly interested in advertising, as advertising. I find that I have a decided leaning toward the article which is generally advertised, and would buy it, every time, in preference to the unadvertised article. It may be that such prejudices are unwise, but the fact remains that I have yet to be disappointed in any purchase made on this basis. With my faith, therefore, pinned so securely to the thing that is advertised, I am always extremely annoyed when a clerk offers me a substitute for the article desired.

All of which by way of introduction.

Riding the other day in a Broadway cable car and glancing now and then at the signs displayed over the windows. my attention was arrested by the advertisement of a certain well-known department store in behalf of its " Home Use (Cloudy) Ammonia," and my mind reverted to sundry transactions of an ammoniacal nature which had taken place between myself and a saleslady in said store. It had been my custom for some time to purchase "Parson's Household Ammonia" at this establishment, and I had found the article superior in every way to anything of the kind on the market. One day, however, I was informed, upon calling for my favorite ammonia, that there was "none in stock." "We're just out," said the young woman behind the counter, at the same time coolly reaching for another bottle, with the evident intention of wrapping it up for me. In general appearance this bottle resembled the Parson's, but a second glance showed me that the label bore the familiar trade-mark and name of the department store.

"Oh," said I hastily, "that won't do."

"It's just the same," replied the young woman cheerfully.

"Maybe it is," I responded, "but it isn't what I aske.! for."

At this there was an indignant exchange of glances between the girl and another saleslady, and I walked off to make my purchase elsewhere. This was some months ago, and now this department store is advertising its ammonia at the expense of another man's success. The ads. make a point of the fact that their preparation has a cloudy appearance. Substitutions have failed, heretofore, in securing this thick, sudsy quality, and consequently cannot compare with the one in question. Knowing the strong point of the latter article, this department store now advertises a 'Cloudy" Ammonia. The name "Home Use" is another imitation-the imitated article being styled the "Household." And in its newspaper ads, they go still further, not hesitating to say that the "Home Use (Cloudy) Ammonia" is "identical with that extensively advertised and sold under another name at double our price."

The whole thing strikes me as being small and mean. Up to a certain point we cannot reasonably object to a firm's selling a preparation of its own in preference to that of another man; but when it deliberately takes advantage of the strong points of the other man's advertising to ex-

ploit its own article, and at the same time attempts to belittle, by implication, the orginal article, the case is contemptible indeed, and I for one would promptly withdraw my trade from such an establishment.

And, speaking of substitutions, I had occasion the other day to purchase a box of Salva-cea. I stepped into the nearest drug store, forgetting for the moment that its proprietor was one whom I particularly disliked because of his "just-as-good" propensities. It was here, by the way, that I had once called for Pear's Soap and had been handed a box containing three cakes, which seemed to be all right until a second careful look showed me an unfamiliar name stamped faintly on each cake.

"Why," I exclaimed, "this isn't Pear's Soap!"

"Oh, yes, it is," said the clerk, "it's the American P. ar's."

Well, as I started to say, when I recalled all this I was rather sorry I had stopped at this particular store for my purchase, and could not help asking the clerk in attendance if he was giving me the genuine article or one of Mr. Blank's own make. I suppose I deserved the crushing look that was turned upon me and the snappy "We make no imitations here."

"Then," said I, "you must have reformed quite recently."

Thinking it over after leaving the store, I reflected that I hadn't been in the place for many moons, and who knows but, in the interim, that druggist's conscience had been getting in its fine work, and he really had reformed?

Yours truly, Mrs. S. B.

#### A NOVEL AD.

#### [From the Buffalo Courier.]

"I returned from England last week," said William F. Breed, of Brunswick, Ga. "I saw a 'doctor' something advertising wagon a few minutes ago which reminded me of the 'automatic doctors' of London. They are curiosities, indeed, and may be found all over the great metropolis. The automatic doctor is a slot machine, made to represent the anatomical parts of the human frame, with slots to represent all sorts of bodily complaints. For instance, by dropping a penny in a slot in the forehead you'll get a prescription for a headache. By putting a penny in a slot in the big toe of the machine you'll get a prize in the shape of a corn or bunion cure. Every ill that man is heir to is provided for, and antiseptic dressings for cuts, tonic for bald heads, and even a cure for the prevalent illness, called 'katzenjammer,' are disposed by the silent doctor-apothecary. The machine is in great disfavor with the medical fraternity.'

ONE of the best signs to be seen just at present in the street cars is that of the Morning Journal—which fills a double space and shows a number of small figures, coachman, gardener, waiter, housemaid, etc., against a dark blue background.

#### LIFE INSURANCE ADVERTISING.

THE AGENT "TAKES THE BUN," AND THE BIG COMPANIES HAVE NO MONEY LEFT NOW-ADAYS FOR GENERAL ADVERTISING.

A N article which appeared recently in the pages of a periodical devoted to advertising, prompted the idea that a direct statement of the situation from a leading company would be of value, and I called on Mr. G. W. Murray, of the Home Life Insurance Company, at 119 Broadway, and asked him a plain question

What advertising do the life insurance companies do? He answered me promptly as follows: First.-To get agents, not green men, but experienced solicitors. For this we use the insurance journals. There are, perhaps, thirtyfive of these, in the best of which we carry a card constantly, asking for correspondence with competent men. Second.—To educate the public. And when I place this after advertising for agents you will see that we regard the agent as our best educator. For it is only by preaching, urging constant personal solicitation, men are induced to take life insurance. The battle is all between the agent and the individual, not between the company and the public. That is the way it is looked at by all of the largest companies now.

Our statistics show that literally not one man out of 500 applies for insurance in person. And it is the belief of most old line companies that this ratio cannot be reduced by general advertising. I believe I could spend \$100,000 for advertising and not get an appreciable proportion of the returns in new policies that would come from an investment of one-tenth of that sum in the training of say ten to twenty good men. Our experience is that in the latter case we are certain of a proportion of results. In the former we regard them as almost wholly problematical.

Has this ever been fully proven? Well, the old line companies have always spent more or less money in advertising, from which they could never trace any definite results. The proposition of a general campaign, so far as I know, has never been seriously entertained by any one company. Such experience as has followed what money has been spent has usually been disheartening. Here is one example: A

company was organized in this city not so very long ago that did advertise widely, and their war cry was: "No Commissions to Agents." "Insurance at Cost."

This was a direct appeal to the public. It was tried for six months, when the policy was changed completely. The advertising was stopped and a force of agents put in the field, and that company is now doing a share of the business.

Another case in point is the Government Annuity Scheme, which had the benefit of the great name of Gladstone as indorser, in England a few years ago. It was thought that thus heralded by advertising the masses would flock to take out policies; and though the plan is an excellent one, it is to-day a practical failure—a dead letter almost-because no solicitors were employed at the start. An insurance company nowadays feels that it can only appropriate the means for general advertising out of its surplus at the imminent risk of a deficit to that amount at the end of the year. Thus no company gives its local general agent an appropriation. His allowance in the shape of commissions is so liberal that it cannot afford to saddle prospective business with a fixed amount payable in advance for advertising. The premium for the first year, according to the rates paid to most life companies, is loaded for all it will bear, with the agent's commission and other expenses. As the question stands to-day the principal old life companies have solved it in favor of the agent's commission. The agent, as a rule, prefers to take all he can get and attend to his own advertising.

His efforts in this direction are encouraged by the general sentiment of all the companies, which would grab at the publicity of printers' ink, I think, without an exception, if they could afford it. If I were a general agent I would certainly keep my name before the public, using the local press as much as possible for regular advertising. One well-known general agent, Phelps, of Boston, has advertised for years in the daily papers of the Hub. His success is much talked about in life circles, and some of his witty and original ads. have lately been collected and printed in a booklet for circulation. This is intended to encourage other agents to follow his example, and it is barely possible may even induce some company to take up general advertising.

W. F. HENDERSON.

THE day that a man wants a better ad, than that of "John Smith, dealer in dry goods and notions; full lines; prices lowest in town," there is hope. There is the chance that the man next door and the man on the next block and the big combination store downtown will no longer get the most of his business. When he ventures into prices and more or less skillful announcements of what he can do that others can't this indicates that he realizes that he has competitors. \* \* \* Some men go so far as to believe a man trained in the business of writing alluring business notices-who spends all his time at it-can do it best-just as a shoemaker can make shoes, or a painter make pictures. This class of business men, who want ads, written by adwriters, is increasing. It will increase as fast as business men awake to the new order of things, where advertising is considered one of the greatest factors of success, and is made such where men realize that it is worth while to put a lot of brains and time on advertising.

My advice to you is that you talk to an ad, writer if you haven't one already. He will probably advise the spending of more money. You don't have to follow this advice if you don't want to. He will be able to tell you things about mediums and rates and space and display that you didn't know before. These will always prove valuable. And he will write about your business forcibly, concisely, tellingly. He will probably say in fifty lines what you have never been able to say in five twenty-line ads. His announcements will bring you business, say a hundred per cent, more than you have received from your own cards. For this he will charge you his price. It will be comparatively small. I believe in good ad, writers.—The Capital.



# Made directly from the plate FOR BAWO & DOTTER. BYTHE \ \ OOD & PARKER | ITHO. (6), 67 FIFTH AVE., NEW YORK.



#### THINGS WELL DONE.



ILLUSTRATION BY GALLISON & HOBRON CO.

NE of the most pleasing booklets of the year is that produced by The Gallison & Hobron Co. for the Autoharp people. The cover design is unusually attractive, both in composition and color, and the half-tone illustrations extremely well done. We reproduce two specimens of the latter with this article.

THE cut used in advertising Wool Soap is one of the best that has appeared in the recent magazines.

"STRENGTH IN TYPOGRAPHY" is the title of a 48-page pamphlet issued by the A. N. Kellogg Newspaper Company and containing some interesting and valuable suggestions for "up-to-date display advertising."

THE Colgate & Co. illustration is reduced from an effective placard or small poster. This company's advertising is invariably tasteful and attractive.

No. 4 of the Prize Needlework Series issued by Barbour Brothers Company is devoted to the subject of lacemaking, embroidery, etc. The cover design, in blue, is very dainty and artistic. The book is profusely illustrated and will doubtless be an invaluable acquisition to the paraphernalia of the "fancy-worker."

MR. H. M. HYDE, advertising manager of the National Cash Register, Dayton, Ohio, is sending out an eight-page booklet entitled "System Is the Life Blood of Business." The cover is made of rough-edged brown paper, which looks as if it had recently enfolded a pound or so of beefsteak, and which carries no decoration except the title, printed in the middle of a big splash of blood—i. e., red paint. A realistic, if not an appetizing, make-up.

THE WALTER M. LOWNEY Co. has been using a cut recently which deserves to rank among the very best of the season. If it doesn't sell "chocolates" we would like to know the reason why. (See following page.)

FROM Wells, Richardson & Co. we always look for good advertising. The cuts used with



ILLUSTRATION BY GALLISON & HOBRON CO.



their Lactated Food advertisements are especially striking and attractive. We reprint one of the latest with this article.

Vogue calls attention, with pardonable pride, to a large eight-page pamphlet containing reproductions of some of its leading page advertisements.

FROM the Asbury-Paine Manufacturing Company, of Wayne's Junction, Philadelphia, comes a neat catalogue of its tea and coffee pots. The covers show half a dozen excellent illustrations in color, and the envelope is so cut as to show two of the pictures from the outside. The device is odd and pretty.

A GOOD thing is the booklet issued by the Cleveland Leader, and entitled "As others see us. As we see them." Each page contains the portrait of a local business man, a brief mention of his business and a testimonial tendered by him to the Leader.

#### BOOK ADVERTISING.

HAD a talk with a leading publisher, the other day, on the advertising situation in the book trade. In a general way, said he, the advertising of books is the most unsatisfactory thing in the commercial world, so far as definite returns are concerned. A fortune awaits the man who will devise a scheme by which results can be traced. All sorts of ideas have been suggested many have been tried. One scheme that was suggested recently is to advertise a book six months ahead of publication, in one or two mediums only and thus create an advance demand that could be traced direct. But it was decided that this was only trifling with the public, as are most of the other ideas proposed.

Reputable publishers, who deal with the very best classes of the community, have to conserve a very high standard of business morals. As the situation remains to-day, all returns from advertising come indirectly through the trade, so much so that I know of but one single ad. in the past eight years that has paid for itself in immediate sales. This was an announcement of a certain book of a special class, we inserted in a periodical of the same class. This simply





goes to show how completely a matter of faith book advertising in this end of the century is. We are as large advertisers as any publishing house in America, and experience has taught us to stick close to one principle—simply to use the best of judgment in spending our money. As to the mediums a publisher employs, they may be divided into two classes. The first class includes purely literary periodicals. I would group, as the best for book advertising the four or five leading first-class magazines. The literary weeklies, the Nation, the Critic, etc., and the trade periodicals, the Publisher's Weekly, the American Bookseller, the Bookbuyer and the Book-

man come next. The circulation of the purely literary periodicals, of a high class, is very valuable to us. The second class is the daily newspaper. As regards this medium, the evening paper is by all means preferable for a couple of reasons. One is that it lives longer—several hours longer than the morning paper. The latter comes at the beginning of the day, when everybody is in a hurry, and is read for the news only. The evening paper is always taken home (I am speaking of the habits of business men, who outnumber any other prosperous class 100 to I as buyers and careful readers of the newspapers) and read



(My mama used Wool Soap.) (I wish mine had.)

#### Woolens will not shrink if

# **Wool Soap**

is used in the laundry.

Wool Soap is delicate and retreshing for bath purposes. The best cleanser for household and laundry purposes. Buy a bar at your dealers.

RAWORTH, SCHODDE & CO., Makers, CHICAGO.

during a period of rest and recreation when there is oppotunity to digest it. The daily paper affords little opportunity even in these days of improved make up for the artistic printing so dear to the esthetic soul of the book man. There is no chance for the antique fonts he loves, or the elegant illustrations with which he adorns his own catalogues. From this point of view his ad. in the newspaper is very often an eyesore to him.

Then most dailies charge us double rates for display, which, as compared to reading matter, is of less value to the bookseller than any other class of advertiser. But despite all these drawbacks, when he has decided to "feature" a book, as it is called in the trade, the publisher finds the daily newspaper absolutely indispensable.

Advertising of books is a different thing in one very important respect to pushing a single commodity like the Douglas shoe or Sapolio. These

you can keep at everlastingly for years on end. New books crowd each other forward and three months is a long period to make a general appeal for any single work. And yet there is a good deal of compensation for that in the fact that every interested reader becomes an advertisement for the new book. No single article of merchandise probably ever sold like Trilby.

It costs at least \$1,000 to make an announcement of a new book to the general public of the United States. This is not done oftener than two or three times a year by each of the leading publishing houses. There is no class of advertisers in the country so careful in the choice of mediums as the book men. They rarely enlist the services of an advertising agency, and as a rule the publisher knows intimately all about the publication with which he makes a contract, some houses having used practically the same mediums for two or three decades. I consider

THE COSMOPOLITAN



the half dozen best newspapers for book advertising in this country to be the *Post* and the *Tribune*, of New York; the *Transcript*, of Boston; the Chicago *Tribune*, and the *Press* and the *Tclegraph*, of Philadelphia.

While we are obliged to follow pretty closely in conservative, and even to some extent, time-honored, lines, there is a gradual increase in the amount of money spent each year. At least four of the leading New York firms now appropriate from \$40,000 to \$60,000 yearly.

J. L. FRENCH.

#### A RECORD TO BE PROUD OF.

Kennebec Journal.

UGUSTA people have just reason to feel proud of the substantial prosperity that has been achieved by Mr. W. H. Gannett. Notwithstanding the destruction of the large wooden building belonging to Comfort by the fire of Thursday morning, its work was not delayed for an hour, and not one of the large force of employees lost a dollar of his pay. It is a record to be proud of, and one that could have been made by few publishing houses in the country under similar adverse circumstances. Not only did a representative of the Journal who visited the scene of the fire the following day find every one of the employees hard at work in the brick building that escaped the flames, but Mr. Gannett was busy with plans for new buildings in order to provide the necessary room for a contemplated increase in the number of his employees.

These facts show conclusively that while the growth of Comfort has been a phenomenally

rapid one, having attained the largest circulation of any paper in the world, it has been also a substantial one. It has been no mushroom product. The secret of its success has been its marked originality and its undeniable merit. Back of it, too, has been sound business methods and rare good judgment. Energy, push and enterprise have been characteristic of this establishment from its inception.

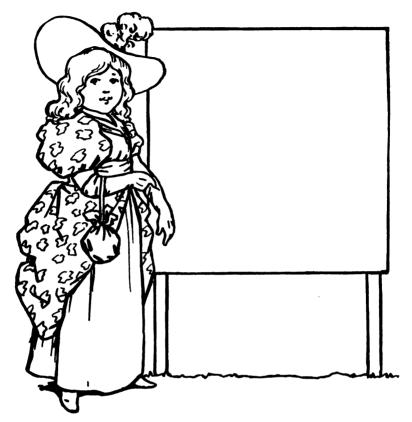
In spite of the fire every subscriber of Comfort will receive the September issue on time, and every obligation, however small, will be met with characteristic promptness. Even before the insurance is adjusted the work of repair will be commenced, and from the ashes of the burned building two others of a substantial character will spring before the snow flies, to be followed, probably, by a third in the early spring.

The people of Augusta are proud of this establishment; proud of the magnificent prosperity it has achieved, and proud of the indomitable spirit it has shown in the face of a temporary adversity. In the prosperity of such establishments as this is to be found in a large measure the prosperity of a city. Certainly the wonderful growth of *Comfort*, with the high class of help it has employed, has been a very important factor in the progress of Augusta.

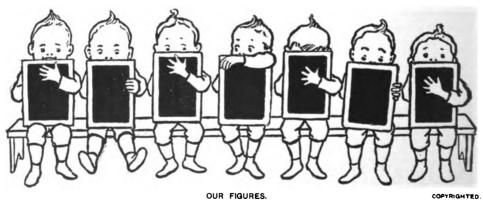
FOWLER'S great book, "Building Business," is taking rank as a standard book for business men. They say it sells better than any other publication yet issued for this particular field.

Subscribe for Art in Advertising, \$1.00 per year in advance.





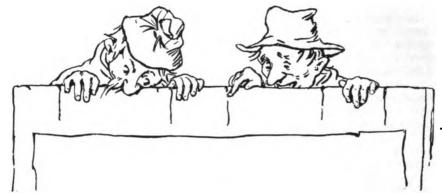
HAVE YOU NOTICED-



OUR FIGURES.

SPECIMEN CUTS FROM THE ART IN ADVERTISING CATALOGUE, '95 AND '96. \$1.00 EACH.

 $\mathsf{Digitized} \; \mathsf{by} \; Google$ 



JUST GLANCE OVER. \$1.00.

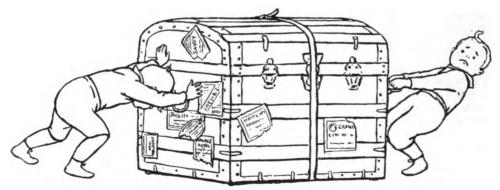
COPYRIGHTED.



PUT YOUR BEST FOOT FOWARD. COPYRIGHTED. 50 CENTS.



PUFFED UP. COPYRIGHTED. 50 CENTS.



DO YOU TRAVEL? \$1 00. SAMPLES FROM THE ART IN ADVERTISING CATALOGUE, '95-'96.

COPYRIGHTED.

#### BILL-BOARD ADVERTISING.

THE popularity of bill-board advertising of to-day is the wonder of the times; it is sought after by houses long established and, not the less, by those who are just launching into the business world. Our correspondence from all over the country furnishes universal reports, especially from the larger cities, that the business is on the boom and that the larger bill-posting firms are crowded for space. With us, in the Metropolis, this has been the prevailing rule for the past three or four years, except, of course, during the dull season of the business in July and August of each year.

The circus and show people have for many years past depended largely on bill-board advertising for their publicity, yea! their very existence, and it is only within the past few years that the larger commercial firms have adopted display advertising as a medium, and how well this has paid them we are unable to say, but the facts of their repeated orders, with increase of time and space, is indicative that the bill-posting done in larger cities, with strong lithograph posters, must have yielded them handsomely.

Absolute service is guaranteed by us to all advertisers; lists of open locations are furnished in advance and contracts are fully carried out in every instance, renewal paper being furnished by the advertiser to keep the showing complete. The posting of years ago, such as snipes, 1/4 and 1/2 sheets, etc., etc., posted as chance might offer, on such places as boxes, barrels, brick piles, and every conceivable place in the larger cities, has been largely done away with, though we see no reason why a line of this fly posting, as we term it, should not always prove beneficial when properly and thoroughly done. Experience has taught us that the only way to secure and hold a show on outside or fly posting is to use large quantities of such posting by the week, and keep it continually before the public, on avenues, drives, principal cross-town streets, ferry entrances, docks and the thousand and one places where such small, or fly posting, can be used, but, of course, this line of posting cannot be listed or no time guaranteed. It is on the large lithograph posters that the advertiser gets a guaranty of service.

Display advertising is the most natural me-

dium of publicity in existence. Long before newspapers and other periodicals were in circulation it was the ancient custom to engrave, letter, write and post in public places all notices to engage the attention of the public to the various auction sales, legal notices, etc., etc. first authenticated record we have of display advertising in the way of posting and signs done under contract was in the year 1315 in London, England. At that time the town crier, a man by the name of Collingwood, was engaged by the town council to travel through the byways and highways of the town ringing a bell and crying out auction sales, lost children, court notices, etc., etc., until the demands for his services became so great that he was unable to remember all the various notices he was required to cry out, and he conceived the idea of erecting a bulletin and bill-board stand, which he did, and leased from the owner of some vacant lots situated opposite the town hall, with the privilege of erecting and maintaining a bulletin board, and then commenced to write and engrave, post and paint such notices as he had been accustomed to cry out in the streets. that the public of London were accustomed to congregate from time to time during the day in front of the bulletin board and read the various notices posted and tacked thereon. ancient friend, Mr. Collingwood, was to return to earth again and visit the many poster and printing establishments in the Metropolis, Boston, Philadelphia, Baltimore, Cincinnati, Detroit, Cleveland and Buffalo and witness the mammoth presses, running day and night, ten months out of each year, turning out posters by the millions in various colors and designs, running from one press to another, and thence over hot rollers and finally finished in beautiful colors. advertising almost everything under the sun. and then take a trip through the Metropolis and suburban territory and see the hundreds of large protected bill-boards built of solid iron on roofs of nearly every low building, on the lines of the various "L" roads, and the thousands of protected bill and bulletin boards, from 10 to 30 feet high and from 25 to 300 feet long, erected on vacant lots in all the avenues, principal crosstown streets, boulevards, drives, entrances to

parks, etc., etc., throughout the city, he would surely be well satisfied with his humble beginning, and hail with pride the progress which has been made during his absence. The show people take great care and give closer attention to their poster printing than is the custom with our commercial men. The showman gets designs from the various lithograph establishments of the country in the way of sketches, drawn to a scale and use one-sheet, three-sheets and stands. The stands usually average from 23 1/2 feet long by 10 feet high to 35 and 36 feet long by 10 feet high. The lithographer's artist visits the theater where the play is being rehearsed; sketches of the various scenes are worked up into form and reproduced in large and small posters. Many of our commercial advertisers take quite as much time and trouble in arranging their printing, but the majority do not; we only wish that they would do so, and whenever such commercial advertiser takes the same care and attention that the showman does the results are always beneficial and satisfactory. As a rule when commercial advertisers secure the advice of any of the leading bill-posting firms or printing establishments of the country about their posters the results in the way of bill-board display advertising are sure to be satisfactory. The great trouble we have in most instances with orders from commercial firms is that they first place their order with any printer they happen to know and send a six-dollar-a-week clerk to interview the bill-poster and make the arrangements to have the posters "stuck up" as cheap as possible; such advertisers invariably meet with failure from the start, and forever after are sore on the bill-poster-thinking they have been robbed. There is a right way to do everything, and the right way to secure a satisfactory display on the bill-boards and bulletins in the Metropolis, or any other large city, is to pay a visit to the principal bill-posting firms or send for their representatives, explaining your ideas fully; amount of money to be expended; time contract is to run and the territory, either in the city or country, to be covered, and in this way the advertiser gets all the facts and information as to size of posters used, and what will make the largest and best display for the money to be invested, and then secure a special rating on the bill-posting firms who furnish sketches, designs,

etc., and take the same business precaution you would if you were to open a credit account with any new business firm, to whom you had to intrust a line of goods for the same amount of money you proposed to invest on the posting contract. In this way the advertiser is always on the safe side.

There are advertising agencies who make it their business to contract for bill-posting and advertising—some are good and some are bad, just the same as in any other line of business. We only know of a very few such firms in this country who are worthy of confidence and recognition, and who will treat an advertiser as a banker or broker would do. There are many others (we know most of them), and as a rule they are out for what they term "the dust," and in securing the advertiser's "dust," they invariably "kill the goose that lays the golden egg," while if such advertisers were to get started right they would be sure to meet with success from the start.

It costs the public nothing to view the display advertising in the Metropolis or any other city; no newspapers, magazines or other periodicals to buy; no nickel-in-the-slot or car fares required. Is it a wonder that bill-board advertising is so popular; is it strange that it is creating such widespread comment, and can you wonder that it is being adopted by many of our foremost merchants the world over?

We are firm believers in all legitimate advertising, but can only recommend four mediums as being factors. First on the list, of course, comes newspapers, and second posting and sign advertising; third, distributing from house to house, and fourth the "L" and surface car lines; they are all good mediums, and when used jointly one helps the other and satisfactory results are sure. We have never as yet seen a novelty advertising scheme that has proved beneficial to any advertiser; they are failures from the start, and we cannot call to mind one single success in the way of a novelty advertising scheme. The bill-board bulletin advertising business in the Metropolis to-day was never in better or more satisfactory shape. The three principal firms engaged therein, A. Van Beuren & Co., Harry Munson and Regan & Clark, have within the past month formed a contract and agreement between themselves to conduct their business under specified rules with several thousand dollars deposited with the Washington Trust Company as a guaranty of good faith each to the other. This insures the advertiser getting satisfactory service at a universal cost for the same, which cost is made as moderate and fair as bill-board and bulletin display advertising can be done in the Metropolis and suburban districts.

#### W. J. WHITE'S "YUCATAN."

OWN on Detroit street in Cleveland, Ohio, stands the large drab-colored brick building where Yucatan Chewing Gum is made. Mr. W. J. White is the sole owner of the concern, which prides itself on being one of the largest factories for the manufacture of chewing gum in the world. The method of advertising a one cent article of this kind, which has made hundreds of thousands of dollars for its originator, is something wonderful as well as unique.

Mr. White first started in business life as a The stock of confectioner in the year 1873 goods was sold to retail stores from a peddler's wagon. In December of 1886 the first batch of Yucatan Chewing Gum was placed upon the market. Getting the new article before the public was the very important point to consider, and Mr. White finally decided on placing men in the different large cities to distribute samples of the gum. Directions were given to have the men leave a package on the desk of each business In this manner the chewing gum was placed in the hands of lawyers, doctors, merchants, railroad men and others. It may here be said that Mr. White was undoubtedly the first manufacturer to establish the habit of gum chewing among adults.

Newspaper advertising was not taken up until three or four years later. It was then done in a small way, using only trade confectionery papers. A whole page was used for a number of years in the Confectioner's Journal, and about half a page in the New York Confectioner. The leading thought that suggested itself to Mr. White was that in order to be successful in the chewing gum business, as well as any other, the goods must be so perfect and pure that people after once using will ask for the article again.

The first goods ever shipped by this firm was to Chicago, in 1887. Mr. White took the orders, personally, from the wholesale confectionery dealers. Further orders did not follow, and after waiting ninety days a second trip was made to

Chicago. The trade complained that the gum was small in size and the price was too high for the retailers to buy. Mr. White returned immediately to Cleveland and sent men direct to Chicago to thoroughly distribute samples of the gum on the business men's desks, as was done before. At this time men were at work sampling Milwaukee, Minneapolis, St. Paul and other Northwestern cities.

In the year 1888 the famous trade mark on a red background, in the form of a disk, the words "Chew White's Yucatan Chewing Gum," was gotten up. The first daily newspaper advertising was done in the home papers and consisted of a cut of the trade mark and the words, "The only chewing gum factory in the world open to visitors at all times" The space used never reached over two inches, single column. advertising in newspapers throughout the country was begun in a mild way. Lines in the local reading notices were used, as display space was never considered as valuable as reading matter. The following advertisement is a fair sample of the kind run in the newspapers: "Don't-you-know that White's Yucatan Chewing Gum will kill the effects of a 'smile' far more effectually than coffee or a clove? Investigate. No! I mean a nickel, and be convinced." The idea was to advertise in an odd manner, and in a way to make people stop, think and discuss the phraseology of the matter read. Trade papers such as relate to sporting, horses, bicycles, etc., are used. It has been found that these journals pay, for people are interested in the goods of manufacturers who advertise in the paper which is published in their interest. Having sign painters on the road putting up large signs on which are painted the trade mark, and men distributing samples of the gum are methods of advertising constantly in use. Mr. White said he could not tell what particular mode of advertising gave the best returns, but knew that advertising schemes that are new and novel are a great success. LEWIS GARRISON.



#### FINANCIAL ADVERTISING.

F all lines of business, the financial is probably the most conservative. Bankers and brokers are identified with an extremely dignified profession, and until lately the idea of advertising their business to any extent further than the conventional card in the financial columns of a few daily newspapers has never been entertained.

Naturally, their efforts in the advertising line must necessarily be somewhat restricted, owing to the peculiarity of their profession, but they are rapidly encroaching on the lines of limitation, and some new and novel ideas are represented in some of the attractive advertisements that now appear in behalf of the financial business. A dealer in stocks, bonds, mortgages, etc., cannot use the same mediums that clothiers and manufacturers of soaps, tobacco, bicycles, etc., find profitable.

In construction his advertisement should possess an air of dignity and solidity and the mediums used must correspond in this respect. A seriousness must naturally pervade his advertisement, for all persons engaged in things financial are serious, and indeed everything pertaining to his business is serious.

The broker who would indulge in any frivolity or facetiousness in order to attract attention to his advertisement would reap small or no returns, and would in all probability injure his business. He must also use discretion in selecting mediums through which he may reach the class of people with whom he can do business. The bill-board and all manner of display advertising, as well as most magazines and all publications devoted to light literature, are out of the question so far as his business is concerned.

He must use mediums that will reach financial men, or rather men engaged in the financial business, viz.: trading on margins, buying and selling of stocks, bonds, mortgages, etc. These men realize the value of time and they waste none of it in looking for advertisements relating to their business; consequently the broker must "hunt them up." Heretofore this hunting has been carried on in a few conventional places, no deviation from these favored grounds ever being made or thought of.

But the great sun of this progressive age,

competition, has shed its rays on this prosaic cult, and has heated even their enervated minds to faster action. They are beginning to vie with each other, and they find plenty of room in which to "spread themselves."

There are very important points in their business that can be brought forward and enlarged. upon. They are beginning to find this out. The broker of to-day sees other hands stretching forth for the business he himself is after, and realizes that in order to secure it he must exert himself to greater efforts. He must not let any advantageous feature of his own business or methods go unexplained. He must advertise in a manner that will attract the eye to his advertisement and after attracting this attention will set forth in the best manner possible these features. He is beginning to understand, first of all, that advertising pays, and, second, that a well-balanced, attractive advertisement pays the best. As a result of this awakening the public is now kept posted on the happenings in the financial and through speculative world well-displayed announcements, neat booklets, explanatory of the "phases and phrases of the business," as a member of a prominent brokerage house has neatly put it. And a great deal more of it is being done in one month now than in a year a decade ago.

The fact is, no matter how successful and prominent a man may be, in any business whatever, he must advertise and keep his name and ideas before the people if he desires to keep up in the race.

Henry Clews, Haight & Freese, Schwarz. Dupee & Co., E. S. Dean & Co., and indeed all of the most successful houses engaged in the financial business, have been pioneers in the use of the advertisement in connection with their business.

E. S. Dean & Co and Haight & Freese do not confine themselves to newspaper and periodical advertising alone, but issue a neat booklet containing statistics, tables and a general outline of their business. These pamphlets are gotten up in a bright and catchy manner that make their contents extremely interesting to anyone who reads them instead of dry and tiresome as might otherwise be the case.

In speaking of advertising, E. S. Dean, of the firm of E. S. Dean & Co., says: "I see no reason why a financial house should not benefit by advertising as well as any other concern. We advertise constantly and with satisfactory results. We must keep our name and methods before the people all over the country if we wish to handle what is termed 'outside' or 'country' business, and in order to do this we must not only advertise continually but in an interesting manner to be effective.

"The 'Dean System' is known throughout the United States and Canada, not only because of its success, but because we advertise it. 'We are not conceited enough to think that because we conduct a successful brokerage and commission business in New York everyone in Arizona or British Columbia is aware of the fact. But we intend to let them know that we are alive and make them acquainted with our methods. That's why we spend about \$10,000 annually in printers' ink."

G. M. E.

#### A SUCCESSFUL BALTIMORE ESTABLISHMENT.

T is one thing to advertise, another to do so judiciously. To know how to spend money in business so that the best possible results may be secured is a problem which is solved more or less successfully according to the enterprise and judgment of the advertiser. A house which has scored a notable success by reason of its careful management and judicious advertising, is the old established firm of Rosenfeld Brothers, in Baltimore. This firm began operations nearly half a century ago and has earned a unique and enviable reputation in the manufacture of railroad, telegraph, steamboat, steamship, police, fire and departmental uniforms of every known pattern and kind. Every suit sent out by them is an advertisment for the house, which brings renewed business. They import and buy their goods in extensive bulk and regulate prices in accordance with the times. The house has long been known as the New York Clothing House, and includes several large stores, extending from 102 East Baltimore street, each being devoted to its special line of cutting, patternmaking or sewing. The Electric Light, Military, Santa Claus and other window displays arranged during the season, are one of the attractions of the Baltimore shopping districts and also one of the firm's most effective methods of advertising. They are generous patrons of the newspapers.

Each of the several brothers has his especial branch of the business to care for, and does it thoroughly. The outside man, Mr. I. Rosenfeld, is popular at the club, in politics and socially, and, though quite young, was extensively favored for mayor of Baltimore during the last municipal

campaign. The Baltimore and Ohio Railway, the Belt Line Railway, Washington, D. C. police force, Baltimore City police and fire departments, and many other extensive corporations, purchase uniforms for their employees from this factory. The leading politicians of Baltimore and Washington are patrons of this establishment and the lawyer, minister, doctor, business man and schoolboy are equipped in the retail departments.

The Rosenfeld Brothers' establishment is the leading one of its kind south of Philadelphia, and its proprietors attribute their success largely to the methods of advertising which have been adopted by the house.

A CIRCULAR which has attracted much attention during the past fortnight and which touches a vital point in advertising is the following:

A GOOD THING TO THINK ABOUT—No advertising agent, no advertising broker, no man anywhere, except the advertiser himself, owns a line of space in Munsey's Magazine. The agent who recommends Munsey's does so on its merits; not because it is to his advantage to recommend it. Never, since we have been in business, has a page of our space been hawked about the market. The agent who offers another magazine in combination with Munsey's at a cut rate makes the cut on the other magazine—not on Munsey's. We are doing a straight business; we have but one price—a price that gives the advertiser more for his money than he can get elsewhere in the world.

FRANK A. MUNSEY.

This sort of thing ought to help the advertiser to discriminate wisely. There is always a suspicion that the one-price man is the best as well as the strongest.

#### THE "LIST" FAKE.

AMATTER that has recently come prominently to the front is best described by reference to a circular sent out by one of the leading magazines. In it the publisher resents the imputation that he has placed any of his space in bulk into the hands of any agent or individual, or that any cutting of his rates is permitted, pointing out the fact that where the rates of his magazine, in conjunction with others, is given at less than published prices the cut is not on his magazine, though made to appear so, but on the rest of the list.

The result of this "listing" as practiced at present cannot but fail to work ultimate injury to the advertiser. There are certain well-known publications which are known to maintain rates under every circumstance. Their standing is assured, their circulation fully justifies the price asked, and the returns in these mediums usually make the investment profitable. It is a strong temptation, therefore, to quote these publications at prices lower than the publisher himself will accept, and thus lead the advertiser to believe that the entire list submitted for his inspection is figured on a similar basis. Of course such a proposition is manifestly impossible, but despite its transparency the success of the plan has so far been more or less pronounced. The frequent exposures of the scheme, however, has had the effect of confining the "list" fake to one or two operators.

Of course the world loves to be humbugged, but the interests of the publisher, as well as the advertiser, demand a closer scrutiny of these "lists" than heretofore. Every publication mentioned therein should be judged separately and on its own merits. No tenth-rate medium should be allowed to creep in under the protecting wing of a first-rate one on the same "list."

When it is remembered that about ninety per cent. of the periodicals of this country are running at a loss it can be imagined how much work the remainder is required to do in order to keep them alive, which is practically the duty of a "list." Certain publications have won for themselves a reputation that far outlasts their usefulness. It is actually pitiable to see the desperate efforts made by these old-time favorites to keep

up a decent appearance. As in the case of a man who has seen better days, they struggle valiantly against the fate in store. What the poorhouse is to the wreck of humanity, so is the "list" to the unfortunate periodical, and is the unfailing sign of approaching dissolution.

In these days of excessive competition the mediums chosen should be carefully selected. Each must stand on its own bottom. This is no time to accept a small loss as of no consequence. The principle is the same. The advertiser ought to know within reasonable limits that the space he is buying will pay him a fair return for the investment. It may be hard to trace actual results, but the growth of the business in general is a pretty sure criterion.

#### FREAKS OF THE LINOTYPES.

THE daily papers of San Francisco have recently been laying in "linotypes," or type-casting machines, by which, as they inform their readers, they are enabled to give them "new type every day." They are not only enabled to give them new type, but a great many new typographical features every day. Items like the following are of daily occurrence in their columns:

The young men of the Western Addition Mandolin and Glee Club, assisted by Mrs. Nannie Verity Whiteside, gave one of their attractive entertainments at Golden Gate Hall, Friday evening. A large and appreciative audience nearly filled the hall. The Mandolin Club responded to the enthusiastic applause of the oh PynSehifowm7AoShpvNAlnebSlvieWdnmnK audience with several encores. Mrs. Whiteside's rich contralto voice was particularly effective in the solos "Asthore," by Frotire, and "Answer." by Robyn. As Weiskoph has been living here for some time with a woman who passed as his wife, it develops that her name is Miss Cora Sorg, and that she eloped with Weiskoph several GALLEY THREE PAC COAST

months ago from Modesto. Weiskoph's wife is the complainant. When Constable Hogg arrested her, Miss Sorg said: \*\*\*\*|||\$MS.TT--\*\*\*\*\*\*

-Argonaut.

#### SUBURBAN REAL ESTATE ADVERTISING.

EW phases of American life are as interesting as the universal desire of the middle classes for homes of their own. This is a very recent development in American life, possible only in a new country with considerable unoccupied land. It has produced the dealers in suburban real estate, a class that are prolific advertisers, doing their advertising in a skillful manner, and very successful, as the result of it.

The real estate dealer usually has an intelligent class to reach. The very desire for the possession of landed property is a sign of intelligence. Consequently, in addressing his public, he must appeal to their good sense, and show them plainly why the property he offers them is superior to others on the market. A few of the considerations that influence people in buying suburban real estate will not prove uninteresting, and may prove useful to those who have some for sale.

The man who buys suburban real estate for investment or speculation is more interested in its future than in its present condition. He is interested in knowing whether its situation is such that early settlement and development is possible, and whether it lies in the line along which trade and population is advancing. A slight difference in commutation rates is but a slight difference to him. He buys land that will rapidly rise in value, and all arguments addressed to him should have this idea constantly in mind.

Quite different considerations sway the mind of him who buys land on which to build a home. Naturally, he likes the value of his possession to be constantly increasing, but this is not to him the paramount consideration in its purchase. He wants ease and cheapness of travel, for he must go back and forth daily; he wants land that is to some extent restricted from nuisances, and where there is some adequate local police protection. Usually, too, he has little money, and is able to pay only in installments. All these details should be given due attention in the ads, addressed to the buyer of real estate for a home.

Probably the most potent agency in real estate advertising is a booklet that covers the ground—no pun intended. In it can be given details that

the size of the newspaper ad. precludes, while its handy size and attractive appearance will often cause it to be kept for months, a silent but effective reminder, which will fan the desire for a home into activity and vigor.

OSCAR HERZBERG.

THE St. Louis A. B. C. Beer (probably intended for beginners in the noble art of beer-drinking) has some good signs in the elevated stations. The unique feature is the life-size bottle of beer held securely—you may be sure—in the center of the sign board.

#### A NEW MONTHLY.

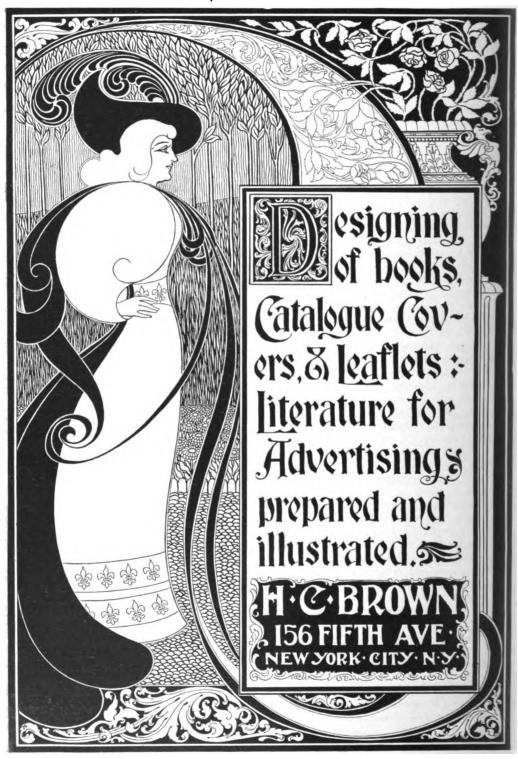
A NEW monthly periodical is about to be published in Boston under the editorial management of Mr. Henry D. Umbstaetter, well known as a capital judge of good literature and a writer of no mean ability himself. It will be called *The Black Cat*, and will be issued from the Barta Press.

A theatrical paper published in New York some time ago was the most recent feline to attempt success along the lines of its famous French namesake, Le Chat Noir.

Singularly enough this, too, was the product of Boston men, and bid fair at one time to achieve a distinct artistic success. A drawerful of old letters from Henry Irving, Lillian Russell, Mrs Gilbert and other old favorites, testify to the appreciation in which it was held at the time of its early demise. The new Black Cat will, however, be strictly a family affair, filled with choice short stories, selected doubtless with a view of attaining a large circulation for the ultimate benefit of the advertising department.

Mr. Umbstaetter is also well remembered through his connection with St. Jacob's Oil Some of the literature produced under his direction during the palmy days of the old monk has reached the dignity of classics among advertising literature.

There is said to be money as well as brains behind the new paper, and everything looks rosv.



# The Winthrop Press Hew York

Print, Bind and Mail 

Weekly and Monthly Periodicals

Catalogues

Circulars and Office Stationery

Estimates furnished promptly and cheerfully

"There are three kinds of praise: that which we yield, that which we lend, and that which we pay. We yield it to the powerful from fear, we lend it to the weak from interest, and we pay it to the deserving from gratitude."—Colton.

BRANCH HOUSES

"MANCHESTER HOUSE,"
FRIDAY STREET, LONDON, E. C.

BRANCH HOUSES

CABILLA 693, SANTIAGO, CHILE.

CABILLA 557.

ONTEVIDEO, URUQUAY.

351 FLINDERS LANE, MELSOURNE, VICTORIA, AUS.

WILLIAM E. PECK & COMPANY, EXPORTERS.

75 GLARENCE ST. SYDNEY, N. S. W., AUS.

No. 62 WILLIAM STREET,

New York, October 7th, 1895.

The Winthrop Press,

32 Lafayette Place, City.

Dear Sirs :-

The exceptionally fine appearance of our magazine impels us to compliment you upon the effective manner in which you handle our publications, our experience having taught us that very few printers could handle such complicated work in such a prompt manner.

Respectfully yours,

WILLIAM E. PECK & COMPANY,

by H. B. Hilliard,

Treasurer.

# Advertising Sign Works 74 & 76 Madison Street, Chicago 3 Park Place, New York

Manufacturer of

Unique, Attractive Bulletin Board, Canvas and Banner Advertising Signs Pictorial Signs, Fac-simile of Trade-marks, Net Work Banners and Painted Illustrated Advertising for outdoor displays.

In originality "Hote" is the Leader "Hote's" Artists are the best in the land

"Hote" paints no dead things Everything alive-everything hand-made As fine as engravings

Flash Colored, Oval, Half Oval, Long and Square Store Bulletin Signs made in all sizes, can be easily packed and transported to be placed on side walls and along all Lines of Railways and Highways of Interior Cities and Towns. .

#### MAKE A NOTE

"Hote" carefully packs and ships signs to any point in the United States or Canada, and places them in prominent positions by his personal Route Service.

"Hote's" prices are way down for way-up quality.

When in want of quick-made signs, when in a hurry, come to me.

## "HOTES" Advertising Sign

3 Park Place New York

C. S. HOUGHTALING Contractor.

74 & 76 Madison Street Chicago, Ill.

66HOTES National Advertising Service of Sign and Poster Displays

of a National Reputation

# In 95

"Hote's" sign displays are aggressive advertising, permanent, prominent reminders that get your name up and keep it up, and "Hote's" aggressivenes is synonymous with "Hote's" honesty. "Hote" paints honest signs with honest materials, and even when painted a thousand miles from you can be depended on as being there. "There are others" that paint signs, but "Hote's" signs you are sure of and sure they are there.

# In 95 "Hote" Paints the Earth Paints up Mexico

"Hote" paints signs throughout Old Mexico, New Mexico, Mexico City and all districts of Mexico, in all languages and all styles. "Hote" and his corps of 200 expert artists speak Spanish correctly.

# In 95 "Hote" Signs up Florida

and Low Prices

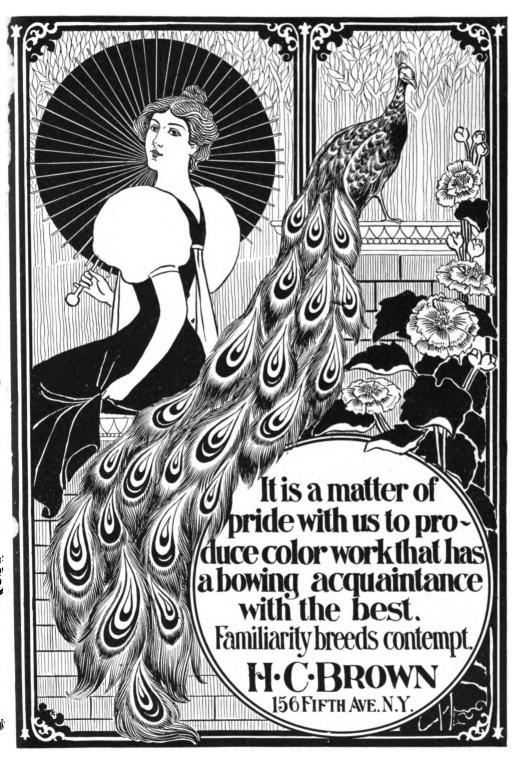
## "HOTES"

sign bulletins up the St. Johns and Indian Rivers and throughout the orange groves and piny wood districts of Florida will be visited by not less than 100,000 people. "Hote" offers exceptional inducements for generous displays of signs at very favorable prices, during the wintemonths, as little can be done in the North during the cold season.

#### "HOTES" National Advertising Service

C. S. HOUGHTALING, Contractor

CHICAGO AND NEW YORK





No Advertiser should be without a copy of our

# "Advertiser's Mailed to

upon receipt of six 2-cent stamps

International Newspaper **Advertising Agency** 

L. GUENTHER, Mgr. 106 Fulton St., New York.

#### POPULAR MEDIUMS.

#### MASSACHUSETTS.—New Bedford.

'HE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 8,000.

THE EVENING JOURNAL, New Bedford's most pop-ular daily. Largest city circulation.

#### Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

YNN ITEM. 13,000 daily. One-ninth cent per line per thousand.

#### Boston.

AMERICAN CITIZEN, Boston. Leadin paper. 18,000 each issue, all Americans. Leading A. P. A.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

#### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

#### ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alahama.

#### MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 3,000. Largest, most enterprising, third richest county in America.

#### COLORADO.—Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado.

#### CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

#### Advertising Experts.

"The best papers pay best Write PARVIN'S ADVER-TISING AGENCY, Cincinnati, O.

#### STREET CAR ADVERTISING



#### Placed anywhere in the United States

#### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N. Y.

#### Galveston and Dallas.

THE NEWS (Galveston and Dallas) advertising medium, and a newspaper. is a first-class

#### NEW YORK.—Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

#### New York City.

THE HARDWARE DEALER. A Magazine for Dealers, \$1.00 a year. Send for copy and rates.
D. T. MALLETT, Pub., B'way & Chambers St., N. Y.

#### PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION. Combined list of 65 Church MAGAZINES. 85,000 copies into the homes of good families. Phila., New York, Boston and Chicago Churches.

ABLE TALK, circulation 23,000. Best for Household Goods.

THE MEDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

#### OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.



ART IN ADVERTISING is issued on the fifth of every month, price one dollar a vear in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume 1X., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

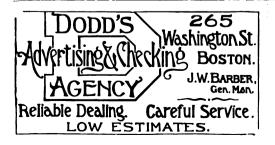
Address all communications to

ART IN ADVERTISING CO.

156 Fifth Avenue,

New York.

# WHEN IN DOUBT USE SCRIBNER'S



will steep the would eated your oye. It is our trade mark. If you are thoughtful, non-degmate, span to new ideas in the advartising science, you will send for our book.

The Gerell Press and The Press of the Glassical School (Associated) It University Place New York City.



# Mutual Reserve Fund Life Home office: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, Founder F. A. BURNHAM. President

#### "FOUNDED UPON A ROCK"

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

#### THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT DIVIDEND SAVED IN PREMIUMS

The total cost for the past 14 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,500 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. DIVIDEND SAVED IN PREMIUMS

"A bird in hand is worth two in the bush."

MILLION **DOLLARS** SAVED IN PREMIUMS

The flutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of management, has already saved its policyholders over forty million dollars in premiums.

MILLION **DOLLARS** SAVED IN PREMIUMS

"A bird in hand is worth two in the bush."

MUTUAL RESERVE BUILDING

#### 1881 THE ELOQUENCE OF RESULTS No. of POLICIES IN FORCE, over No. 01 POLICIES IN PORCE, over interest income, annually, exceeds Bi-flonthly income exceeds RESERVE Emergency Fund exceeds Death Claims paid, over New Business received in 1894, over INSURANCE IN FORCE exceeds 750,000 3,860,000 21,000,000 81,000,000 300,000,000

#### **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great ritain or Europe.

# ONE THOUSAND DOLLARS

# In Cash Prizes

#### TO NEW YORK LEDGER READERS.

In No. 36 of the New York Ledger, dated Sept. 14, we began a wonderfully interesting story entitled

#### THE MYSTERY OF THE INN BY THE SHORE

By Aiss Florence Warden

Author of "THE HOUSE ON THE MARSH"

THE interest is centered on a deep and puzzling mystery. The absorbing fascination which is given to this story on account of the mystery has led the editors of the Ledger to make the offer of \$1,000 in Cash Prizes, to be awarded to the parties first sending us either the true explanation of the mystery or the explanations that are nearest to the true solution.

The money will be divided into 36 prizes as follows:

	\$500
0	250
	150
5	100
	\$1,000
	0

Please remember that this \$1,000 in cash prizes will be awarded, divided as above, even if we do not receive one true solution. Just as sure as we receive 36 answers, the 36 cash prizes willbe given to the best 36 answers—not necessarily correct answers.

The readers of the Ledger competing for these cash prizes can send in as many explanations of the mystery as they wish, but each explanation must be on a coupon taken from a copy of the New York Ledger.

The New York Ledger is issued simultaneously all over the country, Hence, in order to be fair to all competitors, the time of each explanation will be recorded according to the post-office stamp indicating the date on which the letter containing it was mailed.

The complete explanation of the distribution of these cash prizes will be found in No. 36 of the New York *Ledeer*, dated Sept. 14, which contains the opening chapters of "THE MYSTERY OF THE INN BY THE SHORE," and the coupon.

The Ledger is for sale by all newsdealers, price five cents per copy. Your newsdealer will order it for you if he has not got it.

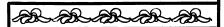
Your postmaster or your newsdealer will take your subscription for the Ledger for one year or for six months, & per year, \$1 for six months. If a newsdealer or a postmaster is not handy, send your money direct to Robert Bonner's Sons, corner William and Spruce Streets, New York.

Address all inquiries for further information in regard to the \$1,000 in cash prizes to

#### PRIZE STORY EDITOR

NEW YORK LEDGER.

ROBERT BONNER'S SONS, Publishers, Ledger Building, NEW YORK.



# Buying Advertising Certainty

... IN THE ...

# SUNDAY SCHOOL TIMES

You receive the publicity of a paid in advance adult circulation of over

#### 160,000 copies weekly

The active Sunday School workers of different denominations—coupled with a money guaranty that makes the paper more valuable and safe for both subscriber and advertiser.

#### THESE PAPERS

Aged 19 to 74 years

Are the only papers, with one exception, published here for their denominations. They offer an exclusive and the best indorsed way to reach over

#### 60,000 religious homes

in this rich Middle States locality, of families able to buy what they want.

#### PHILADELPHIA

Lutheran Observer
Presbyterian Journal
Reformed Church Messenger
Episcopal Recorder
Lutheran
Christian Instructor
Christian Recorder

## Put them on Your List . . . .

This circulation of over 220,000 copies weekly, to actual adult subscribers, is offered at a low and fixed price, which assures to all intending advertisers the same safe, certain and fair advertising privileges to which their orders are entitled.

It will only cost you a postage stamp to learn the price of the advertising and all about the papers.

The \_\_\_\_\_\_ Religious Press Association PHILADELPHIA



## The Other Head

Two engines pull a longer train than one.

Two heads often combine efforts and ideas which would be impossible to either alone.

Isn't there room for the help of another head in your business?

My head has been trained in the direction of modern street car advertising.

My ideas and my service have helped hundreds of brainy men to successfully span the chasm of failure Can you cut loose from the old-time prejudices and look facts squarely in the face?

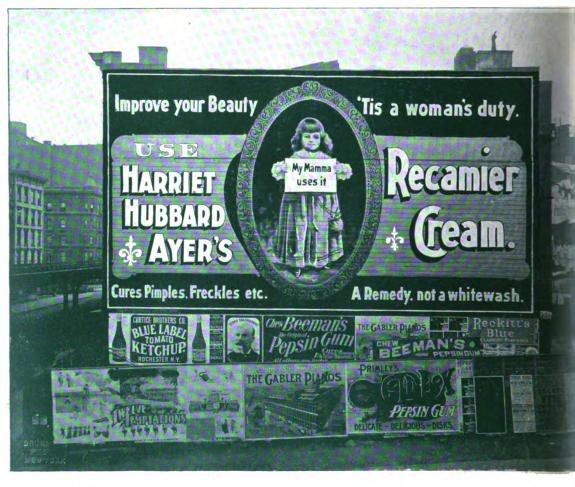
Maybe I don't know much about the inside workings of your business, but I know human nature and street car advertising. I know exactly how to apply this sort of publicity to the people in a way to create favorable interest in your business.

I am not boasting—my ability and experience are my merchandise. I know their value. I simply advertise them as an honest merchant advertises the wares he understands and has faith in.

M. WINEBURGH

Times Bldg. New York Sears Bldg. Boston Fidelity Bldg. Baltimore Cole Bldg. Memohis

I control nearly nine-tenths of all the street car advertising space in the New England and Southern States.



# ONE Against



In the above contest for attention, between ONE and MANY, which is triumphant?

That supremacy is decisive—it's permanent.

The survival of the fittest is certain and this fairly exemplifies the matchless strength of this method of continuous representation throughout any territory.

For estimates upon absolute predominant supremacy in any market

Address

## THE R. J. GUNNING COMPANY

Permanent Display Advertisers

**EXECUTIVE OFFICES:** 289 WABASH AVE., CHICAGO

THE WINTHROP PRESS, 32-34 LAFAYETTE PLACE, NEW YORK.

Digitized by Google



# Some Lessons in the cience of Advertising

FIRST.—Do you know how many copies are actually printed of the publication in which you insert your advertisement?

**SECOND.**—Do you know how many of those printed are actually sold?

Sometimes large editions are claimed and never printed; Sometimes large editions are printed and never sold.

Even with fairly good management, the "returns" of unsold copies of many publications run up to twenty and even thirty per cent. during the dull months. Therefore it is well for the advertiser to have all the facts before him. For instance, take

THE COSMOPOLITAN MAGAZINE for the three dullest months of 1895:



JULY, AUGUST, SEPTEMBER

Were its editions sold? Here is the record:

The American News Company, 39 9 44 Chambers II.

Manager's Office.

New York, Oct. 5, 1895.

Mr. John Brisben Walker,

"The Cosmopolitan,"

Irvington, N. Y.

Dear Sir:

In compliance with your suggestion, we have examined our books and find that our total returns of the July, August and September numbers of the 'COSMOPOLITAN' did not amount to two per cent. of the entire quantity received from you by us of these three issues. Of the September number we sent back a few copies, but at the present writing we have unfilled orders on file for several hundred copies of that date.

You can make our order for November number two hundred thousand (200,000) copies.

Yours truly,

STEPHEN FARRELLY,

Manager.

#### We believe this is unparalleled:

That no such record as this of THE COSMOPOLITAN has ever before been made. No other publication, on increasing editions, during the dull months, has ever received back less than TWO PER CENT. of the entire number.



Entered at the Post Office at New York as second-class matter.

VOL. X.

NOVEMBER, 1895.

No. 9.

Published by The Art in Advertising Co.

156 Fifth Avenue, New York.

CHICAGO OFFICE, New York Life Building

H. C. Brown, President.

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ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

ONCE upon a time a man might advertise without a sketch. But experience has proved that the part of wisdom dictates the use of a good sketch with a good idea.

A VERY good argument is frequently spoiled by over-elaboration.

An item of never-failing interest in an ad. is the price.

CHRISTMAS and holiday trade requires a complete renovation in the manner of setting forth the merits of the goods.

It is not a bad idea to stop after you have made a good point.

ADVERTISING for the sake of getting your name in the paper is not advertising for business. Buttermilk Toilet Soap always excepted (?).

SOME of that Cottolene advertising can serve as a model for a good many.

A VERY good thing is a good headline. If it can be suggested by some current event or any topic uppermost in the public mind it is more likely to make an impression.

DON'T wait until the last moment to put your holiday advertising into shape.

THE subject of utilizing the window as a means of advertising is an important one, and we are waking up to the fact more every day as instances where it has been utilized with profit come under our notice.—Grocery World.

In advertising holiday goods it is an excellent idea to suggest certain articles which will be suitable as gifts—especially as gifts to men. The problem of selecting a Christmas gift for the man of the family, or the man outside of the family, is usually one of considerable importance to the average holiday shopper, and she welcomes very gladly the suggestions of the advertisement.

If you are in doubt as to the merits of a particular advertisement, get the opinions of two or three of your friends. See if it appeals to them.

IRRIGATE your business crops with the warm, gentle rain of advertising, and you will have a bountiful harvest.



THERE is one picture in my memory which, as the years roll by, retreats further and further into that far-away land where dwell the phantom shadows of long-remembered days. There is added sadness in the thought that neither money nor leisure will ever restore the lost treasure, and that with the flight of time the picture becomes more and more blurred and is destined to final effacement.

THERE is no art by which I can adequately describe the pleasurable emotions aroused within me in those early days by a perusal of the various announcements made by the magazines, regarding the features they proposed to offer their readers during their next year. It never occurred to me that anybody ever had money enough to buy the magazines right along, and all I could do was to imagine what a wonderful store of good things there was in the world after all. To me the purchase of a magazine was an event, something to be anticipated with pleasure. I do not recall that I ever was envious. If I had been aware that almost countless hundreds were enjoying the luxury, I am quite sure I should have developed into a hopeless anarchist. In my innocence I put everybody on the same level. The prospectus simply appealed to me as the most absorbingly interesting thing ever written. When I read that such and such an article "was in the author's happiest vein" I simply reveled in the very suggestion. I am now quite sure that if I had afterward read the story it never could have thrilled me with half the power that the simple announcement did. Occasionally there were small portraits of my favorite authors. But the immense satisfaction these little wood cuts were to me would have recompensed the publisher, if he had known it, for all his outlay, even if he had never got a single subscriber.

To this day I have been an opponent of the serial story. I believe now it was the result of my own painful experience. I had no business to read a continued story, knowing that I could never hope to keep it up. would pass it over at first. Then I would turn back and take a longer look. Then I would resolve to read just a few lines to get an idea of the story. Then a chapter, and finally I would run full tilt against those fateful words "To be continued." I hope no editor will ever suffer the pain that I suffered through the serial story. For months the characters of the story would be with me; but how were they coming out in the magazine? Did Arthur go to sea and Amy die of a broken heart? Or did they marry and ever after live happily? Sometimes I would resume the story after the lapse of a few numbers and try to imagine the missing parts. the result was always a dismal failure, and I had to commence my suffering all over again. When it was a particularly interesting story, and it had been a particularly close month with me, I always regarded such a catastrophe as being nothing else than Providence reproving me for my extravagance. I am amazed at my humility in those days.

And so the prospectus in those days was a

great deal more to me than it ever will be again. Perhaps when I get out of the business and come from behind the scenes the play will take on some of its old-time interest. There are lots of things money won't buy, and one of them is that old-time abandon, that altogether unreasonable enthusiasm, with which I eagerly devoured the announcements of the coming year.

THESE thoughts are naturally suggested by the annual announcements now being sent out by the leading publishers. This is the height of the subscription season, and the November and December numbers are usually the star numbers of the year. Left-over cuts, twenty-year-old manuscripts, etc., are generally worked off at other times. For the present the best, the newest is none too good. Harper's Magazine presents one of its old-time bills, in which all the actors are stars. The new novel by Du Maurier is scheduled for an early appearance. It is impossible to predict the measure of No one was prepared for the "Trilby" craze, not even Du Maurier himself. In England it was only a moderately successful book. At this date it has not yet appeared on the English stage, though its American advent in this direction is already nearly a year old. And it has ranked as one of the greatest successes of the day in stageland. William Black is to commence a new novel with the December Mark Twain will bring out Tom Sawyer as a detective. Octave Thanet, Woodron Wilson, Miss Mary E. Wilkins, Laurence Hutton, Theodore Roosevelt, Casper W. Whitney, Julian Ralph and Brander Matthews are only a few of the names booked for a "turn." Perhaps the most notable article will be the series of papers on George Washington. Next year will see a great boom in Washingtonia. There are no signs wanting that the Washington craze will outdo the Frenchman. The art work will be well in keeping with the literary end, and the pictures which will appear with the text are by the most noted artists. Howard Pyle will do most of the illustrating for the Washington papers, and that alone ought to be sufficient guarantee of the interest with which the subject will be invested.

THERE is one modest advertising medium in New York City which is very popular with the

local retail dealers, and which costs nothing except a little occasional profanity and hard feeling on the part of its immediate proprietor. The letter-boxes of the apartment houses in the thickly populated up-town streets play an active part in the advertising world, and doubtless bring more satisfactory returns to the advertiser than could the use of any other medium. Not a day passes but the owner of the letterbox finds, with his mail, the card, circular or letter of some dealer in the neighborhood, who solicits his patronage. Often there is more advertising matter than mail. In one day the "lady of the house" may receive the neatly written letter of a dressmaker, asking for work, the circular of a green grocer, that of a milliner, carpet-cleaner, meat market, dry goods house and coal dealer. The competition among the tradespeople in these closely-built localities is fierce and unremitting. A new arrival in the neighborhood is "spotted" at once and fairly besieged by the near-by dealers. For the first week the family will be provided with sufficient bread for two families, samples, in the shape of loaves and rolls, being sent up on the dumb waiter, free of charge, by every baker in the neighborhood. Agents call at the door, in person, to leave cards and verbal messages relating to the superior advantages to be had in dealing with so and so. One man will produce from a satchel a sample bottle of beer (which is merely to be looked at by the prospective customer, not left in his keeping), and will enlarge upon its good qualities and cheap price—and so it goes. If the new arrival sends to the grocery store for a bar of soap or a scrubbing brush, the wise proprietor, noting the unfamiliar face and the character of the purchase, will, ten to one, put two and two together and conclude that his customer is a stranger, "just moving in," and he will be careful to inquire if the family has a grocer. Furthermore, the newcomer is treated with the most distinguished consideration and politeness. Clerks hasten to fill his orders, and the goods are delivered with a promptness denied to older customers.

It is really interesting to observe how this particular class of tradespeople has come to recognize the necessity of advertising, and has solved for itself the problem of how to advertise. For the dealer who cannot hope to reach more than a limited circle of customers, the newspapers are of no use. For instance a grocer in West Eighty-fifth street, or East Ninety-seventh street, or wherever it might be, no matter how fine the line of his goods may be, can look for no custom beyond the circumference of a few blocks. He cannot expect people to come out of their way to trade with him, for the simple reason that

they are able to find satisfactory goods in their immediate neighborhood. And as every neighborhood has dozens of excellent stores, it behooves the proprietor of each to bestir himself and make his own particular establishment popular. If he is a clever fellow he is quick to find out how it can be done.

FULKERSON.

#### STREET CAR NOTES.

R. W. F. CARLETON, whose sudden death in Yellowstone Park announced last month, was entitled to the credit of creating the present system of street car advertising. There is a story to the effect that Mr. Carleton at the time of the inception of his idea was a conductor on a Second avenue street car in New York, and as the rides in those days were mainly long ones the scheme might have been suggested as a measure of relief in the monotonous journey to Harlem. However that may be, Mr. Carleton undoubtedly developed an excellent business capacity and exhibited executive ability of a high order. He alone, of all the men who engaged in the undertaking at about the same time, was enabled to establish confidence among the railroad people and to win the support of the advertising community. His methods were popular, his prices reasonable, and his treatment of those with whom he came in contact, calculated to win esteem. The man was naturally of the kind who rise superior to a temporary frown of futune, and if he had stayed in the railroad business would doubtless have owned the road eventually. At the time of his death he was still in the prime of life, and had perfected arrangements for a large and ambitious extension of his operations. He had been seeking diversion from a long and arduous summer's work when his fatal illness came upon him, and its sudden termination was a painful surprise to his many friends. The surviving partner in the firm is Mr. George Kissam.

One singular circumstance resulting from the death of Mr. Carleton is the ending of the bitter feud which has existed between the firm of

Carleton & Kissam and M. Wineburgh. The two firms are now amalgamated and their interests are harmoniously adjusted. To those who have watched the quarrel this seems to be a step in the right direction. The rivalry between the two threatened to raise leases all over the country, and likewise the cost of advertising. That is now happily averted, and the new organization is in a fair way to bring out in a still further degree the possibilities of street car advertising.

THE selling of goods is one thing; the advertising of them is another.

A few years ago every merchant was his own advertisement writer.

With the progressive business houses this day has gone by.

The world is being "specialized." The man who can do one thing well is going to bear away the bell.

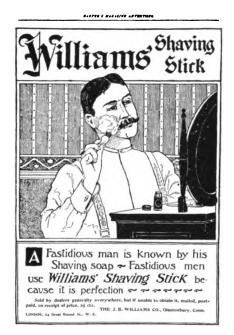
But in advertising there will always be a dearth of the effective writer.

And this because the study of advertising is the most difficult study in the world. Because, also, the telling of facts is not as easy as it is thought to be. E. A. WHEATLEY.

WHEN you lose money, you lose time, energy profit and pleasure, because that's what it cost you to get money. Think of this when paying out money for poorly constructed ads.

An advertisement, like a man, is sometimes judged by the company it keeps, therefore it is well to be careful in the selection of the mediums you use.

#### THINGS WELL DONE.



THE J. B. WILLIAMS Co., of Glastonbury, Conn., give us a new full page in the current magazines in behalf of the Williams "Shaving Stick." This is a handsome, well-balanced page.

Vantine's Monthly for October is a very attractive number, with a highly colored cover and a number of charming illustrations.

THE GILBERT & BENNETT MFG. Co. (Chicago and Georgetown, Conn.) sends a neat little catalogue issued in the interest of its Flower Pot Stands and other wire goods.

THE booklet issued by *The Agricultural Epitomist* and addressed to advertisers is business-like in its matter and attractive in make-up.

GARA, McGINLEY & Co., of Philadelphia, in a very pretty booklet entitled "Pointed Suggestions," impart a good deal of interesting information anent Roofing and their architectural sheet-metal industry. The illustrations are in half-tone, the printing in two colors. (The Chambers Printery.)

ANOTHER good booklet recently issued is "Our Salesman" from the J. A. Pozzoni Pharmacal Co., St. Louis. Halfadozen photographs from life show the gradual subjugation of the (at first) unwilling storekeeper by "Our Salesman," the latter a clerical-looking youth in a high hat and cutaway coat. There are other illustrations and some pertinent reading matter, all very well done.

L. E. GREEN & Son, importers of French millinery, St. Louis, issue to their customers a very elaborate folder in blue, silver and bronze. It is striking and pretty.

CATALOGUE No. 6 issued by Higgins & Seiter, New York, is very elaborate and complete, containing almost 200 pages of illustrations. While it is impossible to represent in black and white the beauty of fine china and cut glass, these cuts are unusually well prepared and satisfactory. The catalogue contains order blanks, a pretty title page in three colors, and a handsome embossed cover in blue, white and gold.



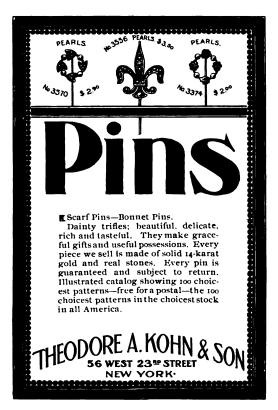
The illustrated advertisements used by the "Cheveret" people are prepared by Mr. Frank Presbrey and are unusually good specimens of clever, high-class advertising. We reproduce one of their recent cuts.

The "Bath Book" is a gorgeous red and yellow pamphlet issued by Mayor, Lane & Co., New York, in behalf of their bathing appliances. It is striking and readable, if not exactly artistic.

A good advertisement from the current magazines is that of Theodore A. Kohn & Son, jewelers, New York City.

Another design of unusual attractiveness is being used by the Powers Regulator Company, of Chicago, in its magazine announcements.

"THE HUB" cut reproduced and favorably mentioned in the September issue of ART IN ADVERTISING was originally the idea of Mr. P. A. Coune, advertising manager of "The Hub"





THE STAR CAD OF THE MONTH.

in Chicago. Mr. Coune is essentially a man of ideas, and enjoys, as other "idea-d" people do, the doubtful distinction of having his good points appropriated and used, without credit, by unscrupulous small advertisers. "The Hub" has been stolen and adapted in this way repeatedly and was unintentionally credited by us to a St. Louis establishment

THE A. C. Barler Manufacturing Company, of Chicago, is sending out a dainty brochure, fully illustrated in half-tone and setting forth the virtues of Barler's Ideal Oil Heater.

One of the neatest catalogues of the season is issued by A. C. Yates & Co., of Philadelphia, and sets forth the advantages to be gained by buying and wearing a Yates overcoat. The book is thoroughly well-prepared.



## Mother

has no fear for the baby with a

## Powers Temperature Regulator

in charge of the heating apparatus, for the house is never overheated or chilled.

BOOK FREE.

45 Oliver St., Boston. 7
607 Union Trust Bldg, St. Louis.

THE POWERS REGULATOR CO.,

36 Dearborn St., Chicago. (Main Office)

#### THE SCRIBBLER.

A PERFECT FARCE.

BY

A. H. MERRIVALE.

#### CAST OF TOUGH CHARACTERS.

Proofreaders, Linotypers, Stereotypers, Pressman and Riff raff generally.

The scene is a hall bedroom of almost any cheap boarding house in New York. Mr C. D. Kloaze and Mr. Booze discovered seated on a bed and trunk respectively. Floor littered with cigar stumps, unpaid bills and empty bottles. The air redolent with the odor of stale beer, burnt rags, cigarettes and corn beef and cabbage. Booze and Kloaze talking.

C. D. KLOAZE—Booze, you are the object of my most sincere admiration. You toil not, neither do you spin, yet you have a quiet little still on all the time.

(Boose takes a cigar stump out of his mouth, half shuts his eyes and emits an overpowering cloud of black smoke. Much flattered apparently, but says nothing.)

C. D. KLOAZE (continuing)—There's Smudge of *Town Tattle*. Smudge says he's bought more of your stuff this year than all the rest of us put together. I thought you had blackened everybody's character you ever knew, long ago.

Booze—(Puff, puff, puff.)

C. D. KLOAZE—And there's Snaggs of the Evening Slum. Snaggs says you seem to inter-

pret the wants of the public more accurately than any other of the hacks by far. If you'd only leave liquor alone, Snaggs says, you'd be a star.

Booze—(Puff, puff, puff, puff.)

C. D. KLOAZE—And there's Jaggs of the Slycoon. Jaggs says you're good for two columns e. o. w. He's everlastingly holding you up as a model. "Watch Booze," said he. "That's a coming man. He knows what the public wants."

BOOZE (sententiously)—What the editors want, you mean.

C. D. Kloaze—Well, anyhow you've hypnotized Jaggs all right.

Booze—He say anything about my drinking?

C. D. Kloaze—Yes, but not much. Says you're not up to the *Slycoon's* standard unless you're half full.

(Booze smiles contentedly.)

C. D. KLOAZE—This sort of thing I'm at is pretty well used up. I'm tired of jollying people. A sassiety reporter's life is not a happy one.

Booze—Try a change then. Can't you do a little blackmail-with-a-glad-hand, so to speak?

C. D. KLOAZE—I suppose I could. But I've always had a little decency about me, don't you know.

Booze—Yes, that's the trouble with you. You've got to get over that. There's money in artistic blackmail.

C. D. KLOAZE—Well, how would you begin? I've got to do something or somebody soon. I'm right up against it.

Booze—Well, follow my example, for instance. I've got no conscience, no self-respect, no nothing. I'm simply out for what there is in it. For example, I take a well-known success and write it down. Just now I am working at Bark, of Slowtown.

C. D. Kloaze—Bark, of the Journal for Ladies Abroad?

Booze-The same.

KLOAZE—But what's the use? Bark's a good fellow, done me lots of good turns. I've got nothing against him except his success.

Booze—Eggs-actly. Neither has any one else. But that's enough. Fancy all of us fellows, a good deal brighter than he, grubbing along on next to nothing, while he's rolling in the fat of the land!

KLOAZE—Yes, but he's fairly won his position. He's had no sinecure. What he's got, he's got by hard work and ability.

BOOZE—You don't comprehend. We all know he's square and decent and clever, but that isn't the point. He's succeeded and we haven't; what more do you want?

KLOAZE—You don't mean to say that is sufficient cause for attacking a man continuously and systematically?

Booze—I don't say anything. I'm only saying there's money in it. Bark's a good editor; head and shoulders above these fellows who decry him. It's all moonshine about my stuff being what the public wants. It's what the editor wants. He's jealous, and that's all there is to it. These editors can't understand how one man can build up an enormous property, while they, in the same field and with the same opportunity, do nothing. It can't be ability. Oh, no. Anyhow, they can't seem to resist the temptation to buy my stuff, and that's all I care about.

C. D. KLOAZE—That's pretty mean business when you come right down to it.

BOOZE—Not a bit. A man's got to pay something for success, hasn't he? Bark doesn't worry much about it, rather enjoys it, in fact, except when it descends into personalities. Fountaine Penn and Pott's Paste were both called down not long ago. I gave them the tip, but they went off on the wrong tack. Wrote nasty stuff, don't you know. They were both brought up with a short turn and their paper had to apologize.

KLOAZE—Served them right. But say, old man. I don't see how all this is going to help me. I don't want to interfere in your field.

Booze—Don't you worry about me. Why, I'm only working one State. I couldn't do any more than I am, unless I was a multograph. Only don't get it out as a syndicate.

KLOAZE-Why not?

Booze—Kills the market. Just follow my plan. Work the stuff up as often as you have time. It always goes. Don't offer the same article more than once in two weeks to the same paper. You can ring the changes often enough without that. Nobody in the office ever reads them; all you have to say is "Grind on Bark" and take your money. It's no wonder these editors don't get along a little better.



(SEE OTHER SIDE.)

# A Few Reasons Why

That in making up your lists you should not forget that wonderful and unparalleled success,

# COMFORT.

The only monthly in the world printed in five bright lithographic colors.

It is regularly read by more people than any other paper or magazine in America.

It has the largest sworn circulation of any publication of any kind anywhere.

Its matter is original, copyrighted and cannot be found elsewhere.

It presents something new, novel and entertaining for each and every member of each and every household.

Its watchword is "Onward and Upward." It is the People's paper.

"If you put it in COMFORT it pays."

Advertising Rates:

\$5.00 PER LINE. \$70.00 PER INCH. \$3,275.00 PER PAGE. **Guaranteed Circulation:** 

A MILLION AND A QUARTER EACH AND EVERY ISSUE.

HOME OFFICE: AUGUSTA MAINE. BOSTON: JOHN HANCOCK BUILDING. NEW YORK: TRIBUNE BUILDING.

(SEE OTHER SIDE.)

KLOAZE—You mean it is a wonder they get along at all.

Booze—That's about it. However, as long as Bark remains the howling success he is I'm going to get a little of it myself. The Slycoon has ordered two columns for Sunday on Back to Back talks, so I guess I'll be moving. Give me a cigaroot, will you. My Maggie Cline's out.

(Exit, Whistling "East Side, West Side," etc.)
CURTAIN.

#### WITH THE MAGAZINES.

ITH the November number the Century reaches its quarter centennial anniversary, and a brief account of this excellent publication, from its inception to the present time, is given in the advertising pages. There is no good reason why they shouldn't have given a real first class article on this topic in the body of the magazine. It has fallen to the lot of but few publications to command the splendid audience of the Century, and I am sure its readers would appreciate a closer insight into the make-up of this celebrated magazine. Such as it is, the article contains much of interest.

In their prospectus the publishers announce the opening chapters of Mrs. Humphrey Ward's new serial, Sir George Tressady. Whether Sir George will be worth his salt or not I shall never be able to learn. Let us hope he is. And let us hope that forty-eight hours will make a day, so that we can keep up with the serial. It is said this story cost in the neighborhood of \$15,000. Other important fiction will be contributed by W. D. Howells, F. Hopkinson Smith, Mary Hallock Foote, Mrs. Barr, Mark Twain and Rudvard. No new names among them, but it seems to be what you might call playing for safety. The papers that I shall await with special interest which are also booked for next year will be Capt. Mahan on Nelson's victories. George Kennan on the Caucasus and Albert Shaw on American cities. There are many other features both in art and literature, and the coming year for the Century is likely to prove more attractive than usual. If Gilder quits running around with tenement-house commissions and stuff of that sort he can undoubtedly make a mighty interesting magazine,

It also makes special mention of what it will do for its readers in the direction of process engraving next year. The *Century* undoubtedly played a prominent part in the development of

American wood engraving, and the tacit admission that the art is practically dead will be hailed with joy by all but the subscribers of Old Italian Masters. There never were but few wood engravers of note, and these had the swelled head so badly that they became a good deal of a nuisance to everybody but the Century There need be no regrets at the passing away of the wood engraver. His act was pretty. The lights never burned more softly nor the music play more divinely than when he held the center of the stage. Some of them were real God-gifted stars, while others were only rogues in buckram. As a rung in the upward progress of American art they played the part, and well. And so the passing of the wood engraver is as the passing of wood violets, tolerable only because more beautiful, more fragrant flowers succeed them. As a successor to the wood violet the process engraver is no beauty. As pearls come from the hidden oyster, and diamonds from dunghills, so will choicest engravings hereafter come from the unspeakable photo-engraver. He ought to reform. Dry Sundays or no, there are more aching heads and parched tongues among the process people of a Monday morning than almost any other craft, except, of course, the printer.

A point which is not touched upon by the Century in this article, and which would have been of exceeding interest, would be on the development of magazine advertising. It was Roswell Smith who conceived the idea that advertising in magazines was a legitimate source of revenue, and who first put the idea into practical execution, although Mr. Chichester is probably entitled to the credit of making it a genuine practical success. But the most brilliant work in the department has undoubtedly been done during the administration of Mr. Hazen, who succeeded Mr. Chichester so long

ago that the present generation scarcely remember the treasurer in that capacity.

In these little historic sketches it always seems to me that the owners of the property ought not to be afraid to mention some of the men who helped to win the success. It doesn't cost anything, and it does not detract any from the credit due the proprietors. The present Century article is mum concerning individual workers. So was the Scribner article last year, and the Harper article the year before. I'd like to work for a house that openly boasts that no one but those bearing the family name could over hope to become members of the firm. Next to that I'd like to work for a concern where all the dividends go to a dead man. That must be real fun.

There are any number of good things in the advertising department. The best, of course is N. W. Aver & Son. Ever since they dropped off our front page we have been saying all manner of nice things about them, but they don't seem to take the hint. The Monarch Cycle Company have a good page, but they could make a better one out of the showcard they sent out a while ago. It was a reproduction of that familiar painting of a lion recumbent. You know the one I mean. Keppel used to sell bromide prints of it for \$18.

Pears soap have a very weak page of impossible babies. This advertising is nothing like what it was some years ago. Quaker oats has a pretty good page showing the old Quaker on top of the world. There are any number of good holiday announcements. The Meriden Britannia have a very nice illustration which ought to sell some silverware. But Daniel Low, a silversmith down in little Salem, seems to know how to write for the faddish trade. His illustrations are always interesting and the articles novel and pretty. They tell me he does a great business in Salem.

McClure's Magazine offers an attractive prospectus, the leading feature of which is the Lincoln business. This acquisition has been very fairly advertised, and doubtless will prove a good card for the magazine. It would not be a bad idea if McClure would give the same idea, using George Washington instead of Lincoln, as there is every indication that the Napoleon mania will be duplicated in the case of G. W. And doubtless

so popular and profusely illustrated an article as McClure would unquestionably make, if applied to Washington would result in a series of papers that would reveal the father of his country in many attitudes not heretofore suspected. The list of short story contributors embraces all the popular favorites, and the best Robert Louis Stevenson's work is of them. also scheduled for appearance. studies of men of achievement embrace sketches of Li Hung Chang, Queen Victoria, Hall Caine, Louis Pasteur, Prince Bismarck, Gen. Charles H. Taylor, Hon. Joseph Medill. seems to have overlooked Oliver Floorwalker, Mr. Fulkerson, and the constant reader. The rest of the prospectus is made of very excellent material and there is no unctuous flattery in the belief that one of the magazines of the future is McClure's. It seems to have the divine quality of interest.

To a very great extent the advertisements are the same as those reviewed in the others, though the Regal shoe as a full page not mentioned before is very good.

Wyckoff, Seamans & Benedict have also a page, and the advertisement of the Globe Company is much improved over the one in the *Century*. That prince of humbugs, John H. Woodbury, has a full page entitled "Photography cannot lie," presenting the portrait of a woman before and after undergoing his treatment.

The Ivers and Pond people have commenced advertising again and make a start with a full page, which is not very strong as to illustration. However, we need them in our business, so don't let us say anything to discourage them.

The Novelty Knitting Company has a most excellent half-tone cut of a little child, but it allows its electrotypes to be very much worn before renewing them. It would pay the company to print from the originals.

The Bowen, Merrill Company has an excellent page advertising a new scrapbook. The argument is good, the illustration conveys the idea, and altogether it ought to be a page that would bring in some orders. A very good illustration of what not to do is afforded by the the Globe Company's half page. It is very badly crowded, is cut up into four different panels, and is altogether a queer arrangement.

Lowney continues to have good sketches,

Cleveland has a very good one, and Murphy continues his philosophizing. The Gorham Company offers a distinct argument in favor of Thanksgiving silver. It is a new idea, is a pertinent suggestion, and at this season of the year ought to bring good results. They are careful to wind up the story with a dig at the department stores.

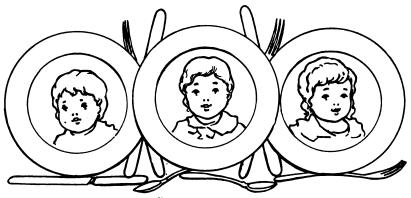
Hoyt's Rubifoam comes very near having a great half page. If the text had been sketched in to harmonize with the rest of the design the effect would have been perfect. As a general thing the majority of the advertisements can truthfully claim more or less encomium.

The Standard Delineator, which alas owes some of its success to its close affiliation with the more widely known publication of the Buttericks, is evidently in capable hands. Buttericks undoubtedly give excellent value for the money, and perhaps quantity with their constituency counts for more than quality. Their policy is always toward a cheapening of the raw material in their paper. Their paper steadily deteriorates in quality, and the ink is about as poor as can be and still make a mark. The Standard people, on the other hand, are constantly improving the quality of their publication, using better material all around. They have lately added a colored frontispiece. These things may be immaterial, but as it shows a possibility for a weak competitor to become powerful it suggests the thought that quality should not always be lost sight of. The Delineator will doubtless always remain a great property, and yet, as they dignified the Standard by a suit, it is interesting to watch the growth of the competitor and to observe the means by which the result is attained.

#### A NOTED HOTEL.

THE most attractive and commodious hotel in the capital of the United States is the Arlington. It is located just across Lafayette square from the White House, commands a view of the State, War and Navy and Treasury Departments, is within a stone's throw of the historic spot where Philip Barton Key was shot, is near the new theater erected upon the site of the mansion of the late James G. Blaine, and is, altogether, a most interesting structure. At this point the avenue broadens into a plaza, where the military finds room for parade, and where elegant official equipages seek room for display. Everything in the vicinity of this handsome hostelry is indeed interesting. Within its walls the foremost men of the times have secured the comforts and luxuries that are here afforded. The banquet hall, the splendid apartments, and the appointments throughout, of every kind, are unequaled in the capital. This house does not have to advertise. The public men, great musicians, actors and visitors from abroad, all speak in words of praise of it. The proprietor, Theophilus E. Roessle, is a fine example of the American gentleman. He is broad-minded, energetic and generous, possessing, in fact, all the characteristics that make the public-spirited He numbers his friends by the thoucitizen. sands.

The manager, Mr. Frank V. Bennet, is known far and wide. He is a keen reader of human nature, educated and suave, an interesting conversationalist, and, above all, thoroughly a business man. Can it be wondered at that the Arlington should be so widely and popularly known?



"A BREAKFAST SET."

#### FOLLOWING IT UP.

By E. D. GIBBS.

Being a few friendly suggestions put into print for the benefit of advertisers in general.

ON'T REST SATISFIED simply because you have a good advertisement in the newspapers or magazines. Follow it up with good advertising in your store—in the way you send out your printed matter—in your treatment of customers. Look beyond the mere placing of the printed notice of what you have to sell.

There's plenty of room for improvement in this matter. Lots of first-rate advertisers do no more than attend to getting up attractive announcements. But that's only one thing to do out of many.

System in writing your ads.; system in placing them; system in watching their effect; system in making results pay. There's where you'll get a big return for your outlay.

The columns of newspapers, magazines and other publications are full of sound advice upon the necessity of setting forth in attractive style the merits of the goods you carry; but more attention should be given to following up the advertising.

One advertiser will say: "I received 700 replies from one of my ads.;" but how seldom do we hear of the number of direct sales made as a result of those inquiries. Not much news of that kind—mighty little, truly. Why not ventilate this subject? There's surely plenty to say about it. There must be hundreds of experiences worth telling, hundreds of ideas and suggestions and practical information to put in print for the benefit of wide-awake advertisers.

Catchy ads. there are plenty. Dozens of "adsmiths" stand ready to give people a vigorous boost up the ladder which leads to fame and fortune; but there's more than that needed. Everyone will agree to that.

THERE are a great many advertisers spending large sums in advertising who could get greater returns from what they pay out if they gave the same attention to the inquiries they receive from the publication of their advertisements as they do to the preparation and placing of the advertisements themselves.

That this particular feature of the business is

neglected I know to be a fact, for the reason that I have been industriously engaged in securing catalogues, pamphlets and other printed matter in order to see just the kind of replies that are sent to the persons who answer advertisements.

One thing is certain. In the majority of cases, some young clerk has charge of the addressing of the wrappers and sending out of these circulars, for I have observed that seven out of ten of these wrappers are poorly addressed, and the printed matter is inserted in a careless and slovenly manner. Even with such articles as soaps, perfume, face powders and other articles of the kind, that appeal to women readers, the matter of addressing and sending out the printed matter is given little attention.

Advertisements designed to attract the attention of women readers are usually daintier and more attractive than those which appeal to men, and it is a strange fact that, however beautiful the printed matter which supplements the regular advertisements may be, in the majority of cases the mailing of it is intrusted to some cheap clerk.

Every good advertiser knows, for example, that the way a parcel is wrapped up has as much to do with the future sales of that article to the same buyer as the quality of the goods them-The high-grade confectioners, the more important druggists, perfumers, and dealers in the luxuries that appeal to women, put their goods up in a way which delights the eye. such a method pays them, how much more important must it be to have the description of an article offered for sale, as attractive as it can be made. Not only must it be attractive in its makeup, but the mailing of it must be given the proper attention, so that in every detail, both outside and in, it will appeal to the eye. Even so trifling a matter as the placing of a postage stamp should be attended to; a stamp which is stuck on hastily and carelessly, upside down or half way out of its proper position, may spoil the entire effect of the rest of a circular. address written by an office boy, in sprawling.



irregular characters, will spoil the finest envelope ever sent out.

So much for outside display. Let us take a look at the inside.

It is customary to inclose a letter or circular with the printed matter, calling attention to the catalogue or other pamphlet. For some reason there is very little originality shown in this, and I have before me a rather bulky collection of imitation typewritten letters, which are so easily discerned as such that even a child would not be fooled by them.

A neatly printed circular would be far more effective than a printed or mineographed letter. I appreciate the fact that it is easier to criticise than to originate, but I know that these circulars can be made a hundred times more attractive than the ordinary forms, because I have made up some very successful ones, which depart from the ordinary stereotyped form.

There are a great many advertisers who evidently believe that in a multitude of circulars there is victory, for I have samples of the printed matter on hand which they send out in response to an inquiry, and I cannot understand how anyone would take the time to read them. One concern in particular makes a practice of sending a pile of circulars, roughly bundled together in a big envelope. While any one of the circulars is cheap enough in itself, yet in the aggregate the cost must be considerable.

I believe in quality more than quantity. If the advertiser I mentioned above would put the money he spends on all of the circulars into one good descriptive pamphlet, I venture to say he would receive ten replies where now he receives but one.

Some advertisers go to the other extreme, and get out a pamphlet which is so highly ornamental that its effectiveness is impaired. There is such a specimen before me; it is printed on enameled paper in three colors; is beautifully illustrated with wash and line drawings, but the text upon which the entire idea of the book is founded, and for the proper reading of which the success of it depends, is in small, crowded type, printed in a pale ink. Such a pamphlet is admired for its make-up, but in all probability it wouldn't catch one reader in a hundred. If the reading matter had been put in good-sized type,

and printed in ink of a dark color, preferably black, a better advertisement could not have been devised.

HERE is another point. Why isn't it just as important to follow up the request for catalogues as it is to send the catalogues themselves? Very few advertisers pay any attention to this after they have sent out their printed matter. That such is the case seems queer, when one considers the immense amount of time, labor and money that is spent in inducing persons to write for samples. If I were advertising a preparation like infant's food, or an article like soap, face powder, etc., where I sent out samples of the goods, I would first see to it that the goods were put up in the daintiest possible fashion, and accompanied by the kind of circular mentioned above. A few days after the samples had been sent I would mail a second circular. second circular would be interrogative. In it I would ask for the opinion of the recipient of the samples as to the merits of the goods, whether he or she liked them; whether a purchase of them had been made, and such other questions as would cover the subject. I would, of course, have these questions couched in terms which could not possibly give offense, and the arrangement of the circular would be as neat as paper and ink could make it. An illustration or two might help.

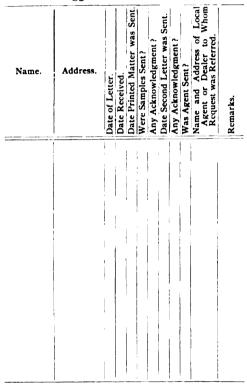
It is probable, too, that where a reply is received from a resident of the city in which the home office is situated it might do to send an agent of good address to the prospective customer's house and ask if the samples had been received. I will admit that this latter idea would not always be practicable, but in a number of cases it ought to work very well. The excuse that an agent could offer for calling might be that his company, being anxious to promote the sale of the goods, had sent him to see if the prospective customer had received them, and whether they had pleased him or not.

A record should be kept in some convenient form of all requests for circulars, so that a glance would show the name and address of the writer, date the request was mailed and received, day the printed matter was sent out, whether samples were sent or not, date of sending, date of acknowledgement of receipt of samples, date of

sending second letter, and any other particulars which would be of interest, for example, the fact that the request was referred on such and such a day to the local agent or the store nearest to the prospective customer.

A little more attention to the above details of following up the request for printed matter and samples would secure many a customer who might otherwise be lost.

Here's a suggestion for such a record:



Then there's the retail store. Advertisements are inserted in the local papers offering all sorts of inducements to call, new goods, low prices—and there the matter usually ends. I will admit that in nearly all stores some attention is paid to arrangement of the goods on shelves and counters, because it is understood that a show of order must be preserved in order to sell anything. But beyond that the "inside advertising" seldom goes. Take the ordinary grocer, for example. He piles his windows full of

a varied assortment of canned goods, bottles and preserves, and hangs up the signs supplied by the manufacturers of the articles he carries. Very little attempt is made at a novel display.

What's the result? You can't get one customer in a hundred to stop and look at such a window for love or money. Ask any woman what the ordinary grocery has in the window and she will list the articles I have mentioned above.

Poor window dressing is poor advertising just as much as a bad display in the newspapers is poor advertising.

So much for the wrong way. What's the right way? It's a weak sort of a doctor who will tell you what troubles you without giving a remedy. Here's the remedy in this case Clean out the whole window, give it a coat of paint of some neat dark color, drape the sides and back with plain material, no figures in it arrange for good strong light, plenty of it, flood the whole window with it Now for the display. Pick out one or possibly two or three leading articles that will show up well, arrange them in different ways, different days, changing the display as often as you can. Put in one or two plainly printed and easily read cards calling attention to the goods displayed. Have the reading matter on these cards out of the ordinary. A few words about the goods will do. Make them brief, so as to be taken in at a glance.

People will notice such a window and watch for the change in display. The window will give them an inkling of new things.

That will be good advertising for you—cheap advertising too, for all it involves is an outlay of a few dollars for the fixing of it, and a good clerk can soon learn to dress it in the right sort of way.

Next month I'll have something to tell about store management, the way to advertise from the inside, the place where you get the prospective customers to look at the goods which your newspaper advertisements have coaxed them in to see.

It's a wise ad. that knows its own father.

ADVERTISING is the hinge upon which is swung the door of success.



#### A WONDERFUL MAGAZINE.

"COMFORT" IN COLORS.

THE marvelous success of Comfort since its change to five-colored lithographic printing has exceeded even the sanguine expectations of its publisher, and already the stimulus of its new departure is felt in every department. A new fireproof building has been erected to take the place of the one burnt last September, and every provision has been made to handle the rapidly increasing circulation. While there are more than 19,000 newspapers and magazines in the United States, only one of them has a circulation of 1,000,000 copies each and every issue; that one is Comfort, and it has 1,250,000.

It is an easy matter to establish a paper with a small circulation, but to create an organization which finds its market the whole country over, that sends out 15,000,000 copies of its periodical during one season, is something to be proud of. Such is Comfort's record for the last year. There is a well-based calculation founded on long years of experience which credits people with a capacity for borrowing literature which makes the circulation of one copy attain a reading capacity of five. When the 1,250,000 circulation of Comfort is figured on this basis the enormous total of 6,250,000 different persons are thus seen to have read Comfort every month.

In connection with color work in the publishing business it is well to remark that Mr. Gannett is entitled to the credit of having been the first man to conceive the idea and to order a press built for this purpose from R. Hoe & Company. Owing to some difficulty with the manufacturers, who failed to deliver the on time. Mr. Gannett refused to accept the original press and sued Hoe & Co. for \$65,000 damages. While the matter was pending and the press was in the possession of Hoe & Co., the New York Herald, the World and the Recorder, all realizing the importance of this venture, ordered presses built on the same plan as the Comfort press. But for the delay involved in the legal difficulties, Comfort would have had the credit, in fact as well as in theory, of having been the first to produce a colored paper at a price that would reach the masses. After the set-

tlement, whereby Hoe allowed Comfort \$17,000, the original press was finally delivered to them last summer.

The output of *Comfort* is sold on the newsstands and through the subscription list; but recently a new and what promises to be a more important avenue of distribution than all other methods combined has been found in the vast army of boys employed by *Comfort* in every town, village and hamlet throughout the land. The activity of the average newsboy is proverbial, and while the individual sales of each newsboy are insignificant, so to speak, yet there are about 2,000 boys who regularly receive *Comfort* every month, and each of whom has from 10 to 200 customers in his territory.

"Yes, send 100 more, I have already sold 200 Comforts in my locality without trouble, and can easily sell the rest you send me in a few minutes. Everyone in the village wants it." That's the way the boys and girls write that sell Comfort on the streets and in the houses.

The matter contained in Comfort is such as to interest every member of the family from the youngest up to the oldest. Its original short prize stories, of which five appear in every number, have proved one of the most popular features in the paper. Another great feature is a colored page on which is printed a game of some This is always a great favorite with country people, as the games printed in Comfort will equal in merit and originality anything sold in the stores for a dollar. In addition to this there is a great puzzle department, in which there are prizes for correct solutions, etc. Suggestions are made, with colored diagrams, showing how many novel and useful articles can be made from material found almost in every household. It will be seen, therefore, that Comfort has many practical things about it, from which the subscriber is sure to get more than the value of one subscription in every number. In all probability this is what makes it so strong among its readers. There is probably no paper published, either on this side or abroad, which has obtained the same prestige in circulation in the same period of time. It is

scarcely eight years ago since it was a diminutive sheet of eight (8), pages printed on very cheap paper, with no illustrations and with very little original matter. From the very beginning, however, it touched a chord in the popular heart, and the proprietor spared no pains or effort to increase the popularity of Comfort, and to cater to the wants of his readers as indicated by their correspondence. There has always been a close bond of sympathy beteen Comfort and its readers, and care has always been taken to maintain this relation; the effect of each new department is closely watched, and the moment its popularity is assured, every effort is strained to make it the most complete and satisfactory feature of its kind. There was a distinct and unmistakable feeling manifested when the color scheme was first announced, which assured the proprietor that his course would meet the enthusiastic support of his millions of readers. Such has proved to be the case, even in a greater degree than was first apparent. With the marvelous organization which is now being developed, Mr. Gannett thinks there is no reason why two millions and a half of Comfort cannot be disposed of every month. He has already contracted with Hoe & Co. for another press costing \$50,000, thus doubling his present capacity.

When the present new addition to their buildings is completed, it will give them a new fivestory, fireproof, brick and iron building. will be used exclusively to hold the subscription and mailing list. But for the fact that Comfort has always been conducted in a building which was calculated to provide for every contingency, the late fire would cause irreparable damage. As it was, aside from the confusion and annoyance caused by the subsequent delay, the actual damage of the fire was slight in its effect on the general business. The December number will be, of course, the great holiday number, and besides the four pages of colored matter will be complete with an extraordinary aggregation of special holiday matter, which will embrace many novel features and a host of original novel ideas.

Any artist who has a bright idea or a new thought can always be sure of a ready customer in *Comfort*. In glancing over the new book by J. Walter Thompson, containing a fac-simile

of all the important publications in the country, one is struck with the superiority of Comfort's page, compared with all the others. We have reproduced this page in another part of this paper, and its speaks for itself. It is no wonder that Comfort pays advertisers, and that it is such a universal favorite. One instance of its value as an advertising medium has just been brought to our notice where a patron expended one hundred and fifty dollars for a one time ad, calling for nearly nine dollars. The result astonished the firm, for they received over twenty-six hundred dollars in cash and cleared something over a thousand dollars net. Certainly the proverb "If you put in Comfort it pays" proved true in this instance. Mr. Haulenbeek will verify the above.

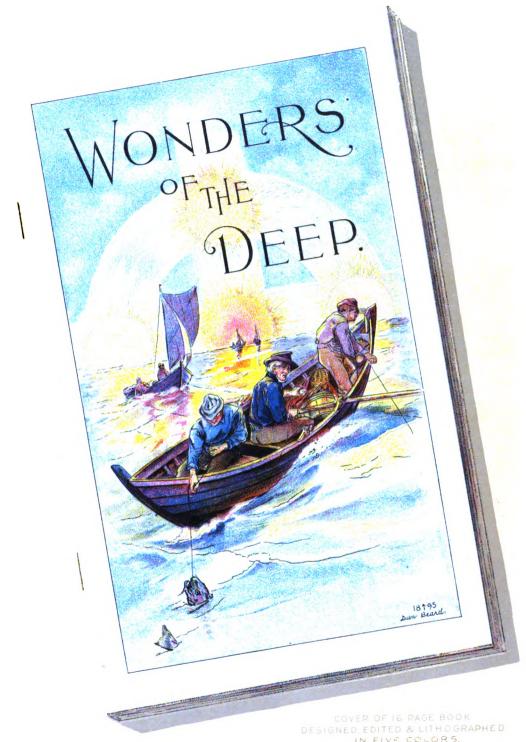
# JENSON Old Style Series designed by William Morris

The type foundries are in line with the most advanced ideas in artistic display and design. In the Jenson Old Style, with its initials and embellishments, and the Bradley, a distinct departure from conventional lines is made. The Jenson was designed by William Morris, of England. One of Morris's books, set in Jenson Old Style and printed on vellum, is sold in New York for \$150 per volume. The supply has not yet been exhausted. Bradley, designed by Bradley, is a strong, dignified letter, with a mediæval character, but very legible. In no wise does it suggest Beardsleyism, of which cult Bradley is credited with being the chief disciple in America. These types are exhibited in two very handsome pamphlets which are worthy of study by all whose work is expressed in type. To the American Type Founders Company belongs the credit of this typographical advance, and specimens of the type may be had on application to any of its eighteen branches.

# New Bradley Seriesdesigned by Bradley

SUBSCRIBE for ART IN ADVERTISING, \$1.00 per year, in advance.





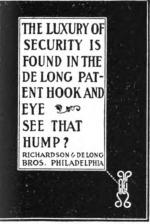
COVER OF 16 PAGE BOOK
DESIGNED, EDITED & LITHOGRAPHED.
IN FIVE COLORS,
ESPECIALLY FIR
SCOTT & BOWNE,
BY THE WOOD & PARKER LITHO, CO.
67 FIFTH AVENUE, NEW YORK,
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Health travels with long life -Proper underdressing goes with health - Jaros Hyglenic Underwear accompanies health and comfort and is the necessary accessory to happy longevity Illustrated book of Underdress Mailed Free

laros Hygienic Underwear Co 831 Broadway New York are reference to refer of





Increase the speed of your wheel and the ease of driving it make your chain run easier and last longer by the use of DIXONS '679 Graphite CYCLE LU BRICANT Prepared of the choicest and amounters soft graphite it thoroughly lubricates chain and sprockets. and prevents them from wearing. Will not gum or hold dust or dirt. Saves money and muscle Send is cents for sample stick.

JOB DIXON CRUCIBLE CO. JERSEY CITY N J









#### & J. SLOANE. Oriental Rugs and Carpets.

A complete assortment of sizes in colorings to suit the present style of furnishing

Broadway, 18th & 19th Sts.. New-York City.

#### LONDON LETTER.

By T. B. RUSSELL.

TYPOGRAPHY is one of those arts which, if not quite essential to successful advertising, are eminently helpful in the practice thereof.

Doubtless many successful advertisers have been ignorant or neglectful of it; but, to users of small spaces especially, it is well worthy of cultivation. Every small advertisement in every publication is more or less in competition with every other for the attention of the reader. A small ad. well set "captures" the page. Any new device in typography—any new method applied to the art—contributes in a degree not insignificant to the success of an advertising scheme. Look, for example, at this little set-up block used in the London evening papers by the manufacturers of a certain line of jams:

Ask your Grocer

for

# SIDNEY ORD'S

. High-class .

# JAMS

Absolutely Pure and prepared with great care from the Finest Fruit.

There is no particular smartness of wording, such as we, and you, have lately had, in the admirable H-O advertising. But it captures the page it stands on. Its simplicity is not a drawback; it is a help. All really good advertising typography is simple.

It generally pays, where papers will allow you



to do so, to set up and electrotype or stereotype an advertisement, and send a well mounted (or in the case of stereo'd papers preferably a solid based) electro of the entire ad., if a small one.

Sometimes, as in the block of Carter's Little Liver Pills reproduced in miniature as an illustration to these remarks, a device may be adopted which lends an entirely novel character to an advertisement. The Carter block was set up to begin with in good types, and then processed with an applique tint. A series of these blocks used all the summer in the English weeklies is thought by most people to have been pretty good advertising.

These remarks, however, are somewhat beside the point which I set off to tell about. It is not very easy to get tasteful typography in England, and (though I think when it comes to the very best book work, as in William Morris' most artistic publications, we are able to do better work than you can) there can be no doubt that America has got better compositors than we have—at all events for advertising purposes. A little while ago the Meisenbach Company offered about a hundred dollars' worth of prizes







SECOND PRIZE.

W. S. WILSON, with R. E. Thomas and Co.,
24. White Street, E.C.

THIRD'PRIZE.

S. B. LUPTON, Parliament Street, Harrogate.

for the three best settings of a certain prescribed copy. The copy set was in no way remarkable as an advertisement. Indeed it was a pretty poor ad. The interest in the result, therefore, is purely a typographical interest. I was invited the other day to inspect the whole of the designs submitted—about 150 in all. The three winning set-ups, which were shown in miniature in the London Printers' Register, are sent for reproduction herewith, as they mark in a fairly representative manner the character of the whole; and I think the criticism of the Printers' Register on them fairly embodies what any competent critic would say of the subject. It runs as follows:

"That Mr. Wilson's first design (of the first prize; that is, the one with all the curlicues) is a highly artistic production no one will gainsay; but, even if the graceful trailing ornamentation is a reproduction from the craftsman's own original delineature, it is not an easy matter to discern its trandscendent qualities from the standpoint of artistic display, as the word is technically understood. If the term also included sketching a design or copying portions of the unconventional embellishments of artists of the Will Bradley type, would it not have been well to have hinted as much in the stipulations? The example shows that Mr. Wilson is an artist; but, were it not already established by other productions, there is nothing in this particular specimen to mark Mr. Wilson as an artistcompositor. Display, in the sense of the compositor's art-even in its most artistic phasemeans the skillful application of types, borders, and rules, and that appropriate introduction of ornament or illustration which enhances and renders more arrestive the phraseology of an announcement, and in this sense more than ninety per cent. of the contestants have rightly endeavored to interpret it. The wording of the first prize award, with the exception of the name of the company, evidently exists only for the ornamentation, so that one of the chief laws of typographical display and the object of the advertisement have been almost entirely ignored.

"The styles of the second and third awards give emphasis to our criticism. Both are commendable for effectiveness; but a glance suffices to show that the third does not equal the second in symmetry; while Mr. Lupton's design is also somewhat profuse in curls and terminals. For appropriateness they are hardly equal to some of the unsuccessful contributions; but what defects of proportion or execution—which if present would be more apparent in the originals than in the reproductions—may have marred their success is only known to those who have had the thankless task of judging.

"One notable feature that the competition has brought out is that representative British display does not compare unfavorably, either in force, ingenuity, or finish, with the productions of Transatlantic craftsmen, as evidenced in their recent similar contests."

THE last paragraph in the above is fully justi-

fied, as I have already hinted. You can get pretty good composition and pretty good type faces in England if you make a laborious paste-up of the copy, indicating exactly what you want; but outside of this there are very few printing houses indeed where even a passably good set-up can be got by leaving things to the taste of the compositors.

NEITHER are we as good at the designing of type faces as you are. Much of the best display type in England comes from America, especially of late years. The various De Vinne fonts are making steady progress in this country, and are more and more used every week. I always feel a more or less paternal interest in this series, since it was at my instance that, several years ago, a small series of fonts of the original De Vinne were first got over to England.

AMERICAN advertisers are somewhat prominent here just now, and there are one or two new lines which are exciting a good deal of attention from advertising men, though it is too soon yet to say whether they will make a boom.

Hood's Sarsaparilla has been on the market for some time, but it is only within the last few days that the newspapers were taken in hand. Mr. Colver Gordon, who was in charge, had contented himself with a big system of distributing, flooding the country with imitation newspapers, handbills and pamphlets of one kind and another, put out by gangs of men, each with a traveling foreman, working through the country, on a well organized system, very completely controlled.

The literature put out is good, but for the most part very badly printed—about the worst printed I have seen from any considerable concern.

Then Syrup of Figs has at length started in, after a couple of years' hesitation, and has gone to work to capture the market with newspaper advertising and pamphlets. Matters are not made any easier by the fact that someone has made an attempt to jump the claim with a Syrup of Figs made here, and worked on the American advertising of the Californian people.

THE newspaper advertising both of Hood's and Syrup of Figs is being done by Messrs. C. Mitchell & Co., Red Lion Court, London, who are also the advertising agents of Dr. Williams' Pink Pills and Warner's Safe Cure.

BESIDE new business, there is a considerable splash being made by Carter's Little Liver Pills, the advertising of which has been suddenly and largely extended. They have been using latterly half pages and pages in the most expensive London dailies, half pages in the London evening papers, double columns in the Times, full pages in such papers as the Illustrated London News and the other sixpenny weeklies, and big spaces in all the best country papers, making a fresh development in the advertising energies of the little pill with the big sale. An adver-



tisement occupying half a page in the Daily News, which attracted considerable attention, showed the famous "Bird and Banner" in five sizes, from very small to very big, with the dates 1856, 1866, 1876, 1886, 1895, the increase in size

marking the growth of sale, on the "graphic statistics" plan. The point is driven in by the triumphant motto—

"The Medicine the Public Likes."

THEN we have Fibre Chamois making quite a "splurge" in the ladies' papers, the advertising being placed by the firm of T. B. Browne, Limited. H-O has been here some time, and is "getting there," I should say, hand over hand.

ADAMS' Chewing Gum is hitting out. It had a handsome exhibit at the Bakers' and Confectioners' show in London this week, and is getting in some newspaper work. Mr. Alf. Cooke's big Faustin poster for this article has not materialized yet, but it is talked about as a startler, and (having seen the design and early proofs) I can confirm the report.



I HAPPENED to be in Paris just after last writing you, and saw there one or two things worth recording. At the Concert des Ambassadeurs, a café chantant in the Champs Elysées, there is a sort of burlesque "La Revue des Demi-Viereges." Demi-Vierge is the French slang for the New Woman. Marcel Prévost wrote a novel called by that name which took Paris by storm The Review is a musical and last winter. dramatic skit on almost everything that Paris has seen during the past season-from the popular catch-word "En voulez vous des-zhomards" to Eugénie Buffet's charitable streetsinging. In the piece there were introduced, as living pictures, two of Chéret's posters, which have been all over Paris this summer, advertising Quinquina Dubonnet (a pick-me-up), and the Courier Français newspaper. The backgrounds were painted in imitation of M. Chéret's designs, and the figures of his somewhat scantily costumed ladies were represented in the solid by a beautiful girl. This must be considered a feature in M. Chéret's already well-feathered cap, and an advertising plum for the people whose posters are thus selected for imitation.

ANOTHER thing I noticed in Paris was the discovery of what was to me a new advertising place inside the tramway cars. On the little rib-girders that go under the roof from side to side (they are only an inch and a half deep) a telling little advertisment had been fixed. "Le Chocolat Express est le Seul vrai chocolat pour cuire"—"The Express is the only genuine cooking chocolate." Possibly you have learned to use these little transverse beadings; if not, the idea is worthy of your attention. We do not yet use them in England.

LONDON, September 25, 1895.

12 & 13 Red Lion Court, Fleet Street, London, E. C., October 1, 1895.

The Editor ART IN ADVERTISING,
New York.

DEAR SIR: In the September issue of your brilliant and artistic monthly (page 273) you credit the Washington Times with "a neat advertising device," which—but I had better inclose

vour par.

The Washington Times has a neat advertising device in the shape of a little card with a bright new cent securely inserted in one end. The query "Have you read the Times to-day?" occupies the upper space and, in smaller letters below, we are advised, in case of our not having read the Times, to "take this penny to the nearest news-stand and exchange it for a copy."

Now, I would respectfully draw your attention to the following note which I cut from London Fame of May, 1893:

We have now before us a bright and original bit of advertising emanating from the office of the Evening News and Post. It consists of a card (of about the same size as a post card) on which is stuck a brand new halfpenny piece, encircled by the momentous query, "Do you read the Evening News and Post?" Underneath this comes the advice to "Take this halfpenny to the nearest newsagent, or give it to the first young newspaper merchant you meet in exchange for a copy of the Evening News and Post; read it carefully over and say if you ever made a better investment." The notion is distinctly clever, and must gain for the paper that best of all advertising: it will be talked about, and the card will be passed from hand to hand for comment and show, to be ultimately preserved as something original.

Do you think this is a case of unconscious cerebration on the part of the Washington *Times?* Perhaps; perhaps not.

Yours truly,

EDWARD PUGH.

GOOD goods well advertised are half soldany salesman can finish the deal. Sometimes some folks assert that they have goods so good that they sell themselves. An advertising agent hears more about and sees less of the latter class of goods than does anyone else. These self-selling articles are never found in a large or thriving store, or in a store that is widely known. They are generally to be discovered in some quiet, secluded spot. The owner believes they should sell themselves, and he is waiting, and while waiting is exercising his faith in his goods. In the meantime, while he waits, the business man who believes that good goods need more and can stand more advertising than poor goods, continues to centralize trade about his store. Is it not continuous and energetic newspaper advertising that is the cause of the centralization of trade in large cities? There is more advertising nowadays than there ever was, and the business houses are not scattered as they were. The daily invitations in the newspapers, the coaxing prices and the thousand and one reasons advanced why the readers should deal with the advertiser must have the inevitable result of bringing the reader to the store. - Business (Canada).



OLID blacks in a newspaper advertisement are rather to be avoided. While they sometimes print well and with good effect, they are much more likely to come out blurred and spotted with white.

In the advertisement of Pray, Sons & Co. and that of Humphrey & Co., which we reproduce with this article, the solid black is used quite effectively. The Pray advertisement occupied a double-column space; and, although placed at the foot of the page, overtopped everything around it by reason of its blackness. Had the printing not been unusually good this effect would have been considerably lessened, if not altogether lost. The "Katy Flyer" advertisement is also a conspicuous one. It stands out solidly and effectively, and was the first thing to catch the eye on the newspaper page. The "Ivorine" is also good, both in typographical arrangement and otherwise.

A CHICAGO establishment occupies a full page in the Denver *Republican* with an advertisement which is more striking than attractive. The upper width of the page shows a full length figure "laid out" upon its bier with the words, in staring capitals, beneath:

"THIS CADAVER WAS ONCE OUR COMPETITOR." Below this line, in smaller letters, we have "Requiescat in Pace" and the following quotations:

"We buried him softly at the dead of night, The sods with our bayonets (bargains) turning, We planted him low down out of sight While his noisome records burning."

'Tis said that at the near approach of death the sins of the departing spirit rise up before its eyes "high as huge Olympus."

There are other cheerful details in equally doubtful taste—which may or may not be palatable to the Denver public.

In New York City an enterprising hair restorative company is running a portrait of Paderewski with his shaggy mane, and calls attention to the surprising (?) fact that so few men and women seem willing to emulate him in this respect.

MANY of the advertisements now appearing in the newspapers are as elaborate in design as those in the magazines. The newspaper advertiser is no longer hampered by the limitations of simple outline cuts and display type; he can indulge. if he likes, in an artistic border, a carefully finished drawing, and all sorts of wonderful and illegible lettering. Most newspapers are so well printed nowadays that it is quite safe to venture upon a certain amount of elaboration in the detail of one's announcements, but beyond that point danger lies. As an example of misdirected zeal in the preparation of a newspaper advertisement we reproduce on another page the "20th Century Headlight" announcement, clipped from the columns of a New York daily. It couldn't be much worse. It is really almost too bad to criticise, and we publish it mainly as a warning to others against the mistake of trying to do such things without experienced help. Had the same amount of space been filled with a plain, forcible statement of facts, in neat, legible type. with an appropriate headline and a cut of the "headlight," how much better the effect would be in every way. Instead of this, the space has been crowded with a pretentious display of lettering, mostly illegible, and several ineffectual little cuts, too small to print well. The reading matter is all right in itself, but is so scattered and "belettered" that its effect is entirely lost. We hope the advertiser will try it again, and next time hit the nail square on the head-(or on the "headlight").

MARY and her lamb have been subjected to many indignities in their day, but it remained

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FOR SEDALIA, NEVADA, FT. SCOTT, PARSONS, INDIAN TER, DALLAS, FT. WORTH, WACO, HOUSTON, SANANTONIO MINTERMEDIATE POINTS.







GOTO HUMPHREYS FOR OVERCOATS

WINTER

Maybe you'll need a new

#### DRESS SUIT

For wear at the Ball of His Royal Highness, the V. P., Tuesday Night. If so, we can fix you. We're also Headquarters for

Shirts, Collars, Cuffs, Gloves, Neckwear, Etc. [ W UIIMDUDEV 9 NO

E. W. HUMPHREY & CO.



SOME NEWSPAPER ADS.

#### IF YOU SEE

coming down the road, among a lot of little lights, one that looks like a runaway bonfire, that's

"The 20th Century Headlight," and if the wind doth blow, or if the road be rough, and you see the lesser lights go out one by one, until only one big light remains, that's the same;

"The 20th Century Headlight."



Of course distance riders competing against time records have an important advantage over their competitors who rode earlier in the season. They now have the

"Twentieth Century Headlight."

for a Western clothing house advertiser to produce the following adaptation:

It followed her to school one day
And when Mary wasn't looking,
A farmer swiped it on the way
And soon that lamb was cooking.

Now, if Mary hadn't loved that lamb And had lammed her love instead, That chestnut poem wouldn't exist, And you wouldn't had to have read—

so much about wool—all wool—free wool—Australian wool—lamb's wool—cheap wool—dear wool—wool, wool, etc., etc.

The syntactic construction of the last line of the second verse in quite terrifying.

THE International Newspaper Advertising Agency is the originator of a new method of placing the benefits of the advertising agency before the advertising public. They are now issuing a weekly bulletin in the shape of a sixteen page pamphlet containing lists of leading dailies and magazines, arranged in the order used by the different classes of advertisers, with prices quoted. This not only aids the advertisers in securing proper mediums but is calculated to aid the International in securing his business.

#### JOURNALISTIC.

BUYING AND RUNNING A NEWSPAPER.

(From Results, a Chicago Advertising Paper.)

AM business manager of the Brownsville Daily Weak-ling. I am also editor and proprietor of the paper, reporter and bookkeeper, but the experiences I am about to relate refer only to my capacity as business manager, so I will simply call myself manager of the business department of this well-known daily.

When I bought this paper, eighteen months ago, it had 380 actual daily circulation. I turned over a horse that I owned for the press and outfit of the paper—no questions asked on either side. We concluded that the ill will of the paper offset the advertising unpaid, and the debts more than wiped out the balance of the assets. The trade was, therefore, easily accomplished. Up to that time I had been selling garden truck about town for a living, and I had always considered my job harder than the editor's. He in turn envied me. So he took my horse and cart and I took his newspaper and launched myself out as a journalist.

The change did not benefit the paper greatly. Nobody seemed to want to pay for it. There was no difficulty in

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List of Type-designs approved and used as genuine in Art for a century or more

JENSON OLD-STYLE SERIES Dickinson WITH INITIALS AND PAGE EMBELLISHMENTS From Jenson's original Design of the Roman type-face, 1470 BRADLEY SERIES . . MacKellar Based on Mediaeval Gothic-Roman of the Early Printers CASLON OLD STYLE SERIES . MacKellar Made from original drives by Wm. Caslon, England, 1725 PRIORY TEXT SERIES. Dickinson Mediaeval, from the original Matrices of early Founders CAXTON BLACK SERIES . MacKellar Reproduction of Caxton's own Type, of the 15th Century TUDOR BLACK SERIES Boston Especially appropriate for Ecclesiastical and Art Printings ELZEVIR BORDERS AND FLORETS. Dickinson Reproductions from the best Printings of the 16th Century FLORENTINE BORDERS Dickinson

MANUFACTURED BY THE AMERICAN TYPE FOUNDERS' COMPANY. CARRIED IN STOCK AND FOR SALE AT ALL ITS BRANCHES AND AGENCIES. SEND TO THE NEAREST BRANCH HOUSE FOR SPECIMENS OF THE ABOVE FACES.

Based on Mediaeval Designs, suitable for general Printing

# Type for high-class Advertising, Occasions of Ceremony, Chanksgiving and Church Cypography

#### The Bradley Series

Was adapted from mediæval sources by Mr. Will H. Bradley, the eminent artist, for the American Cype Founders' Co. Its motive is to furnish harmonious masses of color without sacrificing legibility. Cype should be chosen with careful regard to appropriateness for special Occasions of Ceremony, Festivity, and Solemnity. Che taste of the advanced Cupographer is once

#### The Bradley Series

Is made in eight sizes. Prices and elaborate specimens are printed in a bandsome rubricated circular, a copy of which may be had on application to the Branch nearest your place of business,

more inclined toward the classic forms of lettering, which for centuries satisfied the most learnedly critical as well as the lovers of the genuine in Art. - Such a letter is the Bradley, a most suitable

Cype for Chanksgiving-Christmas

and other high Festivals. • • The Bradley Design is based on the Mediæval Gothic-Roman, which was used by the earliest Printers antecedent to the introduction by Nicholas Jenson, in 1470, of the

## O You Merry, Merry Souls.

O YOU merry, merry Souls, Christmas is a-coming, We shall have flowing bowls, Dancing, piping, drumming.

Then, for your Christmas box, Sweet plum-cakes and money, Delicate holland smocks, Kisses sweet as honey.

Hey for the Christmas ball, Where we shall be jolly, Jigging short and tall, Kate, Dick, Ralph, and Molly.

Hodge shall dance with Prue, Reeping time with kisses; We'll have a jovial crew Of sweet smirking misses. Roman characters in common use throughout Christendom. On the following page a modified reproduction of Jenson's renowned original design is well shown. Its very quaint mediæval appearance makes it appropriate as well for solemnities as for the most joyous Events. • Type should harmonize with the . spirit of the occasion. Certum pete finem. ••

#### The Saviour of All People.

GOD bless the master of this bouse, And all that are therein, And to begin this Christmas-tide With mirth now let us sing.

> For the Saviour of all people Upon this time was born, Who did from death deliver us When we were left forlorn.

Then let us all most merry be, Since that we are come here, And we do hope before we part To taste some of your beer.

Your beer, your beer, your Christmas beer,

That seems to be so strong, And we do wish that Christmas-tide Was twenty times so long.

# 🖚 77 merican Cype Founders' Company 🛪

Leaders of Cype Fashions - - Branches in Eighteen Principal Cities

keeping up the 380 circulation so long as I didn't try to collect for it, but the moment I asked pay for the paper the subscription was dropped. I finally concluded that 250 copies were all I could afford to put out in this way, so I let the circulation drop to that point.

This discovery necessitated keeping a pretty stiff upper lip in order to support myself and the paper from the advertising. The claimed circulation when I took the paper was 1,500 copies. With the new blood in it and the new management of course the circulation should increase. Up to this time I had always been pretty honest; in fact it was hard to be otherwise in my old business. But the first thing I learned about the newspaper business was that honesty wasn't expected in this line. Certainly it could never be profitable; so I shortly raised the circulation figures to 2,000, and most of the newspaper directories the next year credited me with that. Thus for the first time the circulation of the Weakling was ahead of the Brownsville Courier. The Courier had for a long time claimed 1,800, and held there. But as soon as I began telling advertisers about my 2,000 circulation the Courier came up to 2,200, and still held ahead of me. This, of course, forced me up to 2,500, and another similar move on their part brought me to 3,000. We had now reached about the limit.

The population of Brownsville was credited at about 4,500, and my rival and myself were evidently publishing about four daily papers for every family in it. To maintain this circulation it was necessary to maintain the population of Brownsville, so that increased in our figures as our circulations increased. Then we took in outside towns. and claimed all the circulation in them that the size of the towns would stand. Brownsville was getting to be quite a center for newspapers, and outside advertisers were writing for rates much more frequently than they used to do. Some of them accepted the rates quoted without question if we would allow them the agent's commission direct. Of course we were glad to do this. No agency would offer us half what they did. The agencies all seemed to be suspicious of our circulation. They never even asked what our rates were, but made us offers about what we should have had if our circulation was really what it was. We always kicked on the price offered, but when it became evident that it was all we could get, of course we took it. Every ad. saved us so much reading matter, and as nobody paid for the reading matter the paper belonged to the advertisers.

I am getting along finely. All the paper, ink and type I need are paid for in advertising through the agencies, which will send me all the business I need to cover such purchases. I take pay for local advertising in groceries, clothing, furniture, etc., and get enough of it to enable us to live well. These Brownsville merchants charge me high prices and give me poor qualities generally, but I guess that I get even with them. In addition to this, more cash comes in from outside than I ever made in garden truck, and I find it easy to buy anything that I want from outside and pay for it in advertising.

Lately I have reduced my circulation claims a little. I call it 2,875, and say frankly that it has fallen off somewhat in outside towns. This sounds honest, and I find it a great deal better than claiming an even 3,000. The only part that troubles me is the expense of printing 250 copies daily, but I do not see how I can well cut it down. It takes half

that number to go to my advertisers, and I must make a little show outside. I think it well to be cautious on this point. When one has the advertising business that I have he doesn't care to risk it simply to save a few papers. I think that I shall still keep the circulation up to where it is.

#### A BUFFALO POSTER.

N the Ellicott square bill board is the picture of a girl holding a placard which asks passersby if they eat some kind of oats. I should think one look at the picture of that girl, who supposedly was bred on the kind of cereal she asks about, would cure anybody of a wild desire for oats. The girl looks as if she were undergoing a simultaneous attack of cramps and colly-wabbles. Those who gaze at her disjointed countenance must think those oats would kill a horse. There is art in advertising, and then again there isn't. In the newspapers is where advertisements ought to be placed. Effigies and freaks painted on fences cheapen the article they are supposed to advertise.—Buffalo Enquirer.

Advertising schemes are as numerous and bold as the ways of the heathen Chinee are dark and his tricks are vain. Some of the advertisers are ready to serve the devil in the guise of the saint. A Washington street saloon-keeper, located not far from Boylston street, had the audacity recently to display the sign: "Christian Endeavor Punch." A passing policeman was filled with righteous wrath, such as only Boston policemen can feel. Entering the saloon, he said:

- "You'll have to take that sign in."
- "I guess not," said the saloonkeeper; "there ain't no law compelling me to."
- "That's all right," answered the officer, "but I guess you had better take it in," with a note of stern suggestiveness in his voice.
  - "What for?" again demanded the saloonkeeper.
- "Well, you may have some trouble next year in getting your license," replied the officer quietly. "If you haven't any idea of decency, perhaps the commissioners will teach you."—Boston Record.

SENEFELDER'S discovery of lithography in 1796 is to be celebrated by a great exhibition of lithographs in Paris next year.

THE painted bulletins that the theatrical people are now using are certainly artistic and an immense improvement on anything of the kind they have shown us before.

L. E. La Tour & Co. are doing this work and it reflects great credit upon them.

#### A SHAKESPEREAN ADVERTISER.

HOW E. C. HAZARD PARAPHRASED THE IMMORTAL BARD IN INTRODUCING SHREWSBURY TOMATOKETCHUP.

O better advertising has ever been done in this country than that which introduced Shrewsbury Tomatoketchup to the public a few years ago. It was the bright idea of E. C. Hazard, of the big firm of E. C. Hazard & Co., in combination with that genius M. Wineburgh, who had just made a contract with E. C. Hazard & Co. for some space in his street-car lines. Mr. Hazard gave me some of the details of that well-remembered campaign in his office a few days ago. "I advertised for years right along in the L road cars in New York and Brooklyn," said he. "Wineburgh came along and I made a contract with him, and he got an ad. man to write a card for my approval. This is the way it ran: 'Were man but constant, he were perfect, in the which regard Shrewsbury Tomatoketchup is better than man, for it is perfect in its constant excellence." Rather neat, eh? I caught the inspiration at once and produced this:

## CHREWSBURY WAR TOHUP.

"I AM giddy, expectation whirls me 'round; the imaginary relish is so sweet it enchants my sense." What will it be when the watery palate tastes Shrewsbury Tomatoketchup?

#### E.C. HAZAZIS . NEW YOTK YOM

"The first sentence, you will observe—the inspiration of the idea, is a pithy quotation from Shakespeare. The point of the ad. depends on keeping up the literary style and carrying it through pointedly till the name of the article is brought in. After this it was about an even thing between myself and Mr. Wineburgh's man which of us prepared 'copy.' His work suggested an idea to me and mine in turn to him, till we had pretty well exhausted the best things the immortal bard has said about eating and drinking. My second effort was this: 'One feast, one house, one mutual happiness, yet sauces two, for relish to our meat. Tomato-

ketchup and Tomato Chutney, Shrewsbury both." I rang fifty changes on these condiments in my street-car advertising, each one introduced by a Shakesperean quotation. Though many of them were known to every schoolboy and familiar as household words, yet I flatter myself in the new 'dressing' we gave them they lost the chestnutty flavor. The advertising was much remarked, admired, and commented on by my friends, and I know the public has caught on extensively. I used a single street-car space for each one, and the matter being printed in large, clear type in black, at once caught the eye, in contrast to the display cards which usually adorn the street cars.

"The series did me good service a second time. I made a contract for one inch in ten of the best magazines-which cost me \$6,200, by the way-and ran them over again. I left the public to criticize this advertising. I have never seen any exactly like it before or since. probably it will be some time before Shakespeare is drawn on to the same extent again. It is a hazardous plan (no, I didn't make a pun) to invest advertising money in quotations, as a rule. The idea is as old, probably, as the first ad. that ever was printed, and has been utilized till it is threadbare. It doesn't obtain in the new school at all. I notice the Wanamaker style eschews quotations entirely. As to the results of advertising these specialties, we cannot trace them directly. We don't care to. It's simply a kind of education. It helps indirectly to push the goods, and we feel somehow as if we couldn't get along without it. Do you suppose advertising will ever be any cheaper? It has always seemed to me the most expensive necessity I have to purchase for my business. I'd like to buy advertising on the same basis that I buy sugar or any other staple. It is a staple. I feel that, and yet I feel, when I have made an advertising contract, very much as a man does who has just bet on a horse-race. It is so largely a matter of estimation and speculation. I have always used the daily papers more or less; here in New York my quotation ads. chiefly. Out of town, among flourishing com-

## CHREWSBURY WAS TO THE TOTAL TO THE TOTAL PROPERTY OF THE PROPE

"Dow use doth breed a habit in a man!" for who that once hath used himself to Shrewsbury Tomatoketchup with good will giveth up that relish to his meat?

#### E.C. Hazard & C. New York You

## CHREWSBURY WAS STONEY

"NE feast, one house, one mutual happiness," yet sauces two for relish to our meat, Tomatoketchup and Tomato Chutney,
—Shrewsbury both.

#### E.C. Hazard & C. New York You

## CHREWSBURY WAS TO TO THE PROPERTY OF THE PROPE

"THERE man but constant, he were perfect," in the which regard Shrewsbury Tomatoketchup is better than man, for it is perfect in its constant excellence.

#### E.C. Hazard & New York YON

## SHREWSBURY WAR

"Love's tongue proves dainty Bacchus gross in taste," but not even fastidious love could find anything gross in the taste of Shrewsbury Tomatoketchup.

#### E.C. HATATASE: NEW YOTKY ONC

SPECIMEN CUTS USED BY E. C. HAZARD & CO.

munities, where people live well, I have used a three-inch illustrated display ad. in local papers. We use the grocery trade publications all the time, and pretty liberally. I don't know that I shall ever repeat my quotation campaign, and I may add I don't know of anybody else that ever

tried it seriously. I believe that we are positively unique as advertisers, in that we kept it up four years without faltering once." The advertising of E. C. Hazard & Co. has always been "served with brain."

J. L. FRENCH.





AN INTERRUPTED NAP.

#### GIVING AWAY ADVERTISEMENTS.

By Joel Benton.

Thas been suggested by a recent writer, who does not expatiate upon the idea, but who merely throws it out as a hint, that the wholesaler would do a good thing to send out written advertisements to his retail customers for publication in the local journals that reach the districts their trade covers. The suggestion, I think, has in part been followed, and a species of efforts not unlike it has been long known and practiced.

At the same time, the suggestion is opportune and good. It is not a bad idea to enlarge upon and to make more of than has ever been made of it. There are two ways of doing this that have been for years exemplified, one of which everybody will recall. The first is the proprietary medicine almanac, on the outside cover of which (its fourth page usually) would be printed for each local town dealer, in thousands of localities, his own special advertisement. The "Farmer's Almanac," which goes out in so many counties, in the time-immemorial fashion of type make-up and matter, has for a generation and more observed this custom.

It is not a purely altruistic one, because its object is evident. A retail merchant may not wish to store and hand out to all his customers somebody else's advertisement, which the "Almanac" is; but where it becomes his own advertisement, too, he is not likely to be burdened by the task or to forget its accomplishment.

When this species of advertising began the writing of that "Almanac's" local advertising page was rather primitively done. The writer, in fact, guessed, more or less, what the retailer's line of goods consisted of—attributing to his store, not infrequently, one or more sorts of goods that he did not pretend to carry. This, however, did little hurt, for if a customer called for the woodenware or hardware which the store never kept, something else might be sold to him. The misspelling of the dealer's name and town might prove a little annoying to some who were thus gratuitously served, but it misled nobody seriously.

A second way in which large concerns aid small and local ones by prepared matter, may be instanced in the sending to provincial papers by magazine and book publishing firms, the carefully written editorial notices of their various publications. The average reader does not know how generously and largely this thing is done, though many papers, of course, discard the help proffered. Notices of books and magazines are, in the best sense, both reading and advertising matter. To supply these, whether it be good taste or ethics for an editor to accept them unaltered, is a real reciprocity that recognizes the solidarity of businesses so mutually connected.

It would certainly not be a bad thing, therefore, if the great wholesalers of dry goods, etc., should send out carefully written advertisements to their patrons for local use, as the very suggestion of the thing might create a multitude of advertisements that otherwise would not exist. The brewers of beer understand this reciprocally connected advertising by giving the saloons their most spectacular signs and then seeing that their own brand of this commodity has the greatest possible emblazoning and emphasis.

#### THE "LIST" FAKE.

PROPOS of my remarks on this subject last month I am reminded of several instances which came under my notice wherein the "list" was shown in one of its favorite "turns." A customer submits a "list" to an agent, who is asked to figure on the same. Glancing over the list the agent finds an excellent list of periodicals with one solitary exception. Pointing out this lame duck the agent explains that the circulation is so trifling that it has practically no value as an advertising medium and suggests that it be omitted, "Well," says the customer, "figure it both ways, with and without." Now, the card rate on the lame duck is, say, \$75, while to the owner of the list the rate is, say, \$8. Consequently when the estimates are in there is bound to be a difference of considerable where the lame duck is included, while on the list without it the prices are usually the same. Here is where the "list" plays its part. If the customer seems disposed to place the business

with an agent who doesn't own a list the decision is usually reversed by an offer to throw in the lame duck without any charge at all. As it costs the list man practically nothing (and is worth to the customer absolutely nothing), it looks like a great deal, as it appears on both sides as an item of, say, \$50 net. Of course if the estimate goes through, including the charge for the fake, the "list" people are just so much ahead; they win the case apparently on its merits, whereas the man without a list is forever debarred from fair competition. Once in the hands of the 'list" fakirs the lame ducks grow apace on his list of mediums, and the end is apt to be a loss to the trade and to the publisher of what would have proved an excellent customer.

In another instance an agent absolutely declined to figure on a list of papers submitted solely on account of the prevalence of lame ducks. Denuded of these the estimate was necessarily based on the same cost to each and the agency with no list got the business.

These are only slight details in the business, but it must be remembered that every penny counts and every medium should be closely inspected. Let no guilty list escape.

#### A SUCCESSFUL HAT ADVERTISE-MENT.

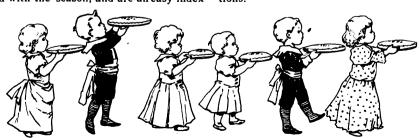
ASKED McCann, the Bowery hatter, what induced him to put those signs on the Elevated Road stations.

These signs are very striking, being a life-like lithographed picture generally of a good-looking young man wearing a hat of the latest block.

There are three or four varieties, and they stare you in the face as you loiter on the "L" platforms. I know of no ad. about New York City that is as quickly recognized. They are changed with the season, and are an easy index

of the passing fashion in hats. Said McCann: "I am enterprising enough-one of the few, perhaps, who believe in going outside the lines of my regular trade to look for more,"-the Bowery dealer is not as a rule a general advertiser-hence those striking "L" posters. "The history of them begins about four years ago. I conceived the idea from a furnishing goods ad., a large photograph of a handsome young man, which one of the jobbers put out to advertise a shirt. It struck me as the most up-to-date thing I had ever seen, in fact clear ahead of ordinary advertising. So I started in to make a hat ad. look as 'alive' as possible. The originals of the pictures are young men, middle aged and old men who are all employed in the hat trade, I cannot go further than that in revealing their identity. Suffice to say they are all good citizens. They are selected each season on account of their specially becoming the shape, photographed in it and the photo enlarged on stone.

"An elderly man is selected for a block most becoming to elderly men; a middle aged man sometimes with a full beard, for another style. The most 'catchy' shapes for young men are put on phizzes either smooth-shaven or with what the girls still call 'a love of a mustache.' I have no doubt many of these young men could get tempting matrimonial offers if they would consent to have their names and addresses put under the picture. In this way I display the special shapes of each season, the Derby, the Alpine and the 'high' hat. The public knows at a glance what is the correct hat. It stimulates the hat trade generally, as it causes an immediate interest in the new styles each season. I hear a great deal from this ad., as I have a monopoly of all the elevated stations."



"THANKSGIVING DAY IN THE MORNING."

#### ADVERTISING FURS.

C. C. SHAYNE, AMERICA'S LEADING FURRIER, TELLS HOW HE EDUCATED PEOPLE EN HIS ADS.

1 BEGAN advertising when I began business." said C. C. Shayne, the largest dealer in furs in the United States, the other day. "That was in 1868 in Cincinnati. In 1874, when I removed to New York, I began paying particular attention to my advertising.

"I have always written my own ads., and have spent fully half a million dollars in placing them. I am a believer in the newspaper—the daily newspaper—over all other mediums. The practical idea to which I trace the best results was a sort of campaign of popular education on the fur question I started a few seasons ago.

"My experience in business had satisfied me that people knew very little about furs. Now there are facts about furs, the differences in variety, in quality, information about the haunts and habits of the fur-bearing animals, the manner of dyeing and dressing the skins, etc., all of which I felt could be made interesting. So I took up the task somewhat seriously.

"I enlarged my regular space in the dailies to a full column, or else an upper double half column. I took up the topics in rotation until I had pretty well exhausted every interesting thing I could think of on the subject of furs.

"I went into the closest details about the interesting creatures who produce the skins; then about the raw product, following it down to the finished elegant garment that of all others dignifies a woman. I even devoted several talks to linings and to buttons, using the names of the manufacturers with whom I dealt.

"I sought to win the confidence of the public by taking them into every detail of my business. I think the moral effect of this advertising was very great, and I got excellent direct results. I have received hundreds of letters from ladies, some in remote parts of the country, for I have learned that the New York papers really go everywhere, referring to special statements and details in these ads., and thanking me for explaining things. Such a person usually becomes a good customer. I believe I stimulated a general interest in furs that was practically unknown before. Some ladies used the information they picked out of these ads. in their

shopping about town, as I heard in several instances, but I usually got the direct benefit of my efforts. I shall continue to follow out the same lines to a certain extent so long as I remain in business, for I don't know of any more practical plan for fur advertising.

"One very large and important result obtained was in getting the public convinced that I was thoroughly familiar with my business. They also must have got the impression that I could not talk so plainly and keep imitation or shoddy goods for sale. Generally speaking I do not think it would pay any dealer in furs to become an extensive general advertiser unless he was able to formulate some original and striking method.

"The plan I have outlined of trying to interest the public by plain, intimate, common sense adtalks is the only really virtuous thing I have been able to think of in an experience covering twenty-five years of fur selling. Country dealers have copied my ads. liberally."

#### THE ELECTION POSTER.

T is stated," says Mr. W. T. Stead in the Review of Reviews, "that the librarian of the British Museum has issued a special appeal to all candidates at the recent election to forward to the Museum for preservation in the archives of our great national library copies of bills, placards, pictures, etc., which they have issued for the purpose of influencing the electors at the recent General Election."

And apropos of the election poster Mr. Stead writes as follows:

"A whole volume of Parliamentary eloquence may be condensed into a single placard. One effective picture in glaring color will bring home a political lesson or point a moral far better than all the oratory of the platform or all the eloquence of the pulpit. Moral literature has a great advantage over all other kinds of propaganda. Like wisdom in the Book of Proverbs, the placard cries aloud in the main thoroughfares, it stands at the corners of the streets, it forces itself upon your attention the moment you stir outside your doors. Men can refuse to read newspapers, they can absolutely abjure all public meetings, they can bundle the canvasser into the gutter, but unless they shut their eyes they cannot prevent themselves from seeing the cartoons, pictures and caricatures with which the party bill sticker has covered the hoardings and available walls which they must pass when they take their walks abroad."

#### THE HISTORY OF A SUCCESS.

By a Department Store Advertising Man.

THIS is not the story of a great success. It is not an account of how a man invested every penny of available capital in advertising and became a Dr. Pierce or a Robert Bonner; it is merely a story of such an everyday victory as hundreds of department stores throughout the country could report from time to time—in other words, a campaign of a single day and its results.

The opportunity arose in a trade sale of shoes. A retail shoe store which had for twenty-five years done a thriving business, sustained a reputation for high-grade goods and made a fortune for its original proprietor, at last fell under slack management which did not advertise nor push the business in other directions. as it ought to be pushed to meet the conditions of the shoe trade to-day. It was finally placed at auction, and Messrs. D- & Co. (a department store in the same city) secured the greater part of the stock. Other lots went to competing shoe dealers. It was plain that several houses would shortly announce a sale of goods bought from this auction, and the store that made the first announcement to the public would have the inside track. The first step toward the "success," therefore, was promptness.

The auction was going on all day Thursday, but no goods could be removed until Friday. On Friday morning the advertising man for D—— & Co. visited the dismantled store and found the buyer for his house up to his ears in the confusion which usually reigns on such occasions.

"When can we begin this sale?" was asked the shoe buyer.

"Monday, I think, will be best. I've got a tremendous job to get all these shoes together, have 'em transported, marked and assorted"

"But don't you see that every other store that has had a bite of the cake will be coming out Monday with a flaring ad. of a "Great Auction Purchase" of this entire stock? You say you have got the greater part of the stock, so we can't afford to be left like that! The sale ought to begin to-morrow morning at eight o'clock."

"Saturday isn't nearly so good a shoe day as Monday. Besides, the only competitor we

need fear is the department store on the next corner, and their shoe buyer is a woman. I'm pretty sure she won't have enterprise enough to start before Monday."

"All the more reason for our being first in the field!"

"To get the stock in shape to begin to-morrow will mean an all-night's work."

"You know you can have all the help you want. Let me know what prices you intend to make, I'll attend to the rest, and we'll catch this afternoon's papers with an announcement of the great sale to begin to-morrow."

It was done. As had been anticipated, no other purchaser had had time to get up a sale. The first essential of a successful piece of advertising—enterprise and alertness in seizing a proffered opportunity—was therefore present at the start.

Now let us glance at the other means taken to assure success aside from the newspaper advertisement itself. Saturday morning the shoe department of D—— & Co. presented an unusual appearance. Any stray patron of the establishment who might happen to step out of the elevator on the second floor would at once notice that something out of the ordinary was going on, even though she had never heard of the "Great Auction Purchase."

The benches for the convenience of customers when trying on shoes, which extended down the two aisles of the department, had been removed to the back, and wide tables on which shoes were scattered (each section having a plain price ticket) took their place. This action was significant to the customers, for was it not almost like uttering: "These values are so extraordinary that trying on becomes a matter of secondary importance. We expect a scramble for these shoes, just as though we had placed 'Fruit of the Loom' on sale at five cents on the front bargain tables of the main floor!"

Another point: Although four salespeople were usually enough for the shoe stock, twelve were in readiness when the sale opened. Two floor walkers, who usually had a beat of several departments, were assigned to the shoe department and told not to leave it. Such prepara-

tions gave a business like look to this section of the store, and bespoke the confidence of the firm in its offers. At intervals, as the sale grew, additional salespeople were called for, until finally eighteen were on hand. A cashier with her little table was assigned to the department to supplement the cash carrier system. At noon the salespeople were not allowed to leave the store, but coffee and sandwiches were served on the spot.

A big placard told the story of the purchase, and was hung conspicuously over the entrance to the department. Although never used except on dark days, all the electric lights in the department were turned on, and the scene transformed into one of dazzling brilliancy, in which the goods looked their best.

Still another point: When the fittings of the defunct shoe store were offered on sale Messrs. D—— & Co.'s buyer secured a handsome show case which had originally cost \$300. When repaired it would be a useful acquisition, but that was not so much his object in purchasing it. He paid \$85 for it, chiefly because it had the name of the retiring firm on it in large letters on four sides! Could any doubting Thomas when beholding this trophy fail to believe that Messrs. D—— & Co. had actually purchased the stock,

just as they claimed to have done, and at "Tremendous Sacrifice," for who ever heard of an auction except on that plan?

The curious part of advertising and of retailing in general is that you can never count positively upon a success, even when you have taken all the precautions that should assure it. You may fail to catch the whim of the public. and yet never know exactly where you have In the case described here the fallen short. shoe department surpassed all previous records of sales for a single day, and yet no great amount of money was spent in advertising it. I have known this same house to advertise a sale of cloaks in exactly the same way, in the same mediums, and not have a single response! Yet when the cloaks were placed on sale at the bargain tables at the front of the store a large number was sold, showing that the fault was not with the goods. Now, all those women who read the shoe advertisement and hustled one another about in their eagerness to secure the bargains must also have read the cloak advertisement. If anyone can tell why this is so, and give a sure recipe for avoiding the unprofitable in advertising, he will have the thanks of the community, as well as the gratitude of a puzzled advertising man.





VIEW OF SOUTH WALL. LADIES' HOME JOURNAL ART EXHIBITION IN PHILADELPHIA.

#### AN ART EXHIBITION IN PHILADELPHIA.

NOTABLE exhibition of black and white drawings is now being given in the galleries of the Art Club in Philadelphia. It is being held under the auspices of the Ladies' Home Journal, and the drawings represented are those which have been published in that magazine from time to time, and include examples of the best work by a notable group of leading American illustrators. The decoration of the gallery is in excellent taste, and the music, by the celebrated Hungarian band, proves attractive enough to fill the gallery with an appreciative audience. The private view was attended by a representative gathering of prominent Philadelphians, and the art department of the magazine, under the immediate supervision of Mr. William Martin Johnston, is entitled to no little credit for the success of the undertaking.

The artists represented are: Chas. Dana Gibson, Arthur B. Frost, Wm. T. Smedley, Frank O. Small, Mrs. Alice Barber Stephens, Albert Lynch, B. West Clinedinst, Wm. L. Taylor, Irving Wiles, Reginald Birch, Kate Greenway,

Eric Pope, W. A. Rogers, Frederick Dielman, W. Hamilton Gibson, Henry Sandam, W. Granville Smith, Albert E. Sterner and Thure de Thulstrup. The place of honor is awarded to Mrs. Alice Barber Stephens, a resident of Philadelphia, who at the private view acknowledged the compliment by studiously avoiding the south wall.

A very excellent catalogue has also been issued giving a full description of the pictures and a photograph of each artist. It serves at once the double purpose of being a guide and a souvenir.

But far better than a catalogue would have been a short descriptive title under each picture. No one ever expects the orthodox art exhibit to think of any little expedient that would add in the slightest degree to the public's enjoyment. But in the case of the Journal people it is different. They are expected to throw precedent to the winds, and do what the situation obviously needs. And if there is one thing more than another which a long-suffering public absolutely



A BIT OF THE GIBSON-SMEDLEY-LYNCH CORNER.

requires, it is the introduction of something that will make a picture intelligible without the trouble of a catalogue. The catalogue is a humbug. It detracts seriously from the enjoyment of the evening. In the first place, only one in a dozen buys a catalogue; secondly, two out of three buy the catalogue because they are already out a dollar and won't get anything unless they part with another quarter. I never bought a catalogue with good grace yet, and I never will. It is a petty swindle. The price of admission needn't necessarily include a catalogue, but the pictures should contain enough description to let people understand what they are looking at. After they have seen the pictures the catalogue is of some value to them. They can recall a picture by the title, but never by number. And so the catalogue takes the place of a pleasant souvenir. If the show has been good, people are glad to buy a lasting remembrance of it. If it has been poor, they like to buy to know what to avoid in future. If

Mr. Bok will take the trouble to watch the criticism in the papers he will find that "Capt. Young's Thanksgiving"—the only picture in the whole collection with description-is mentioned in every article. Other people remember that picture also, and understand what the critic is talking about. But when the writer continues: No. 81 is poor, No. 17 is very stiff and lacks harmony, No. 30 is out of drawing and badly composed, No. 23 is not in this well-known artist's best style-he can see at a glance what utter nonsense such criticism is and how impossible it is to get anything out of it. There is not the slightest doubt in our mind that the absence of titles is a serious defect in the present collection, and we advise the management to try the change we suggest as early as practical.

It is, of course, hardly within the scope of our article to give that careful criticism which the high character of the work exhibited demands. Gibson, as usual, is the star. Most of his work here exhibited was the last before his



SHOWING MUSIC STAND AND GENERAL VIEW.

accident, and most of it is still unpublished. The original drawings by this artist are frequently quarter-life size, so an idea of their effectiveness may be gained when it is remembered that a drawing which measures only 4 x 5 inches when it meets the public eye is often 40 x 50 inches in the original. The young ladies of Philadelphia were much impressed by Gibson. Mrs. Alice Barber Stephens enjoyed the honor of being made a "feature." The entire south wall was given up to her work, and it made a brave showing. I think it is doubtful if the Philadelphians know exactly how great an artist is Mrs. Stephens. At any rate, one hears more of her away, from that city than in it. The work of Mr. Smedley made a fine show, so, in fact, did all who were represented. There was enough from each to make an excellent display. Judging from the attendance, there was much interest in the exhibit. The same pictures will later be shown in Brooklyn, Boston and Chicago.

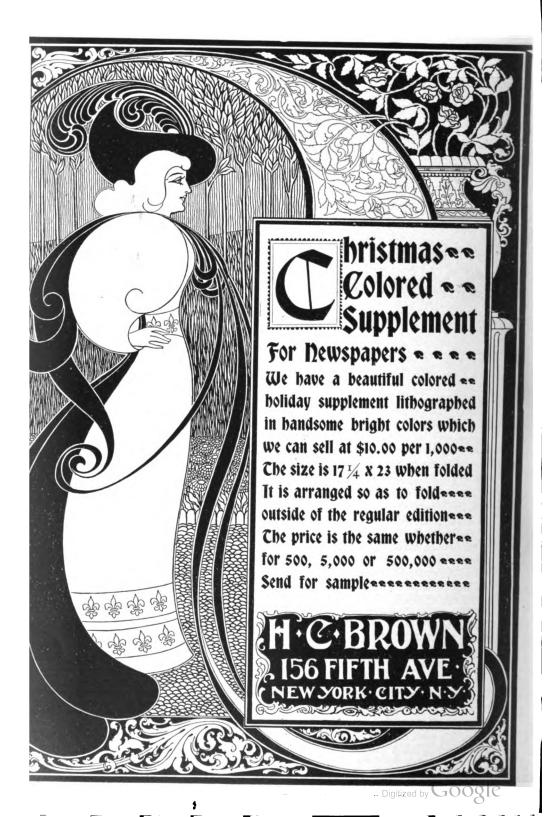
#### A LONDON SANDWICH.

A GENTLEMANLY looking person may be seen in Regent street playing the sandwich man. He has a board in front and another behind him setting forth the hard fate of his

mother, whose name is given, and charging his father, a University man, with desertion. Why the sandwich gentleman is not working instead of parading the streets with this skeleton out of the family cupboard he does not explain. It is not usual for a man to expect money from the public in alms because his mother was "totally deserted" by his father.—Skelch.

AFTER all, the most radical and important departure in the magazine field is the step just taken by the Cosmopolitan. Hereafter this publication will contain colored pictures, in lithography, among its text pages, and this novelty will become a regular feature beginning with the December number. Next month we hope to be able to judge more accurately than at present as to the value and importance of the novel introduction. In all events, it marks another new era in magazine publishing.

Advertising is not a mystery. There's no black art about it—nothing deep or dark. It is simple as the sunshine. Tell people what you have in the simplest, most straightforward way, convince them that they want it—and the thing is done. If you can't do it yourself in a way that will bring customers to your store, tell some bright newspaper man your ideas and ask him to put them into words. He'll be glad to do it, and a brief trial will show if he can do it right.—The Counting Room.







No Advertiser should be without a copy of our

"Advertiser's Mailed to

any address upon receipt of six 2-cent stamps

International Newspaper Advertising Agency

L. GUENTHER, Mgr. 106 Fulton St., New York.

#### POPULAR MEDIUMS.

#### MASSACHUSETTS.—New Bedford.

HE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

HE MORNING MERCURY, only morning paper south of Boston. Circulation over 3,000.

HE EVENING JOURNAL, New Bedford's most pop-ular daily. Largest city circulation.

#### Lynn.

NGALLS' MAGAZINE for ladies. J. F. INGALLS, Pub.,

YNN ITEM. 18,000 daily. One-ninth cent per line per thousand.

#### Boston.

A MERICAN CITIZEN, Boston. Leadin paper. 18,000 each issue, all Americans. Leading A. P. A.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

#### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

#### ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alahama.

#### MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 8,000. Largest, most enterprising, third richest county in America.

#### COLORADO.—Denver.

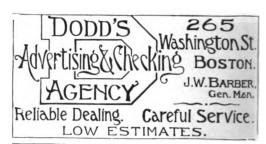
HE DENVER REPUBLICAN. Rowell says: "Largest

#### CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

#### Advertising Experts.

"The best papers pay best. TISING AGENCY, Cincinnati, O. Write PARVIN'S ADVER-



RT IN ADVERTISING is issued on the fifth of every month, price one dollar a vear, in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume IX., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

Address all communications to

ART IN ADVERTISING CO. 156 Fifth Avenue,

New York.

#### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

#### Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

#### NEW YORK.—Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

#### New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for copy and rates.
D. T. MALLETT, Pub., B'way & Chambers St., N. Y.

#### PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION. Combined list of 05 Church MAGAZINES. 85,000 copies into the homes of good families. Phila., New York, Boston and Chicago Churches.

ABLE TALK, circulation 28,000. Best for Household

THE MEDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

#### OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.



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35

39



Has obtained the distinction of possessing the largest subscription list on these lines of any religious paper in this country. The average issue for the six months just passed of 1895 was 174,134 copies weekly.

HE wealth of the religious world and the greatest percent-Presby

ligious world and the greatest percentage of communicant members are found in the denominations represented by these papers: PHILADELPHIA

Lutheran Observer Presbyterian Journal Ref'd Church Messenger Episcopal Recorder Lutheran Christian Instructor Christian Recorder the one exception they are the only papers here representing their denominations. Some are the only papers of their denominations, and others are the official organs,

#### NTENDING ADVERTISERS

Are Invited

To test the value of this exclusive following. This circulation of over 230,000 copies weekly is offered at a low price. If the article to be advertised appeals to well-to-do people in good homes we can help to make the advertising of it profitable.

The Religious Press Association

Philadelphia

## Multial Reserve Fund Life Home office: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, Founder F. A. BURNHAM, President

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

#### THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 14 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,500 at ordinary life rates—the saving in

premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. DIVIDEND SAVEDIN PREMIUMS

"A bird in hand is worth two in the bush."

**DOLLARS** SAVED IN PREMIUMS

The flutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of man-agement, has already saved its policyholders over forty million dollars in premiums.

MILLION **DOLLARS** SAVED IN PREMIUMS

"A bird in hand is worth two in the bush."

MUTUAL RESERVE BUILDING

#### 1881 THE ELOQUENCE OF RESULTS

1895 No. of POLICIES IN FORCE, over ir terest income, annually, exceeds Bi-Tonthly income exceeds 100,000 \$135,000 800.000 RESERVE Emergency Fund exceeds Death Claims paid, over New Business received in 1894, over INSURANCE IN FORCE exceeds 3,633,000 3,000,000 81,000,000 300,000,000

#### **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.

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Cime is money
Catalogues on time - Bring money
We deliver them On Cime
Not
Not quite, But almost
Quality? None better.
We Print, Bind and Mail Weekly and Montbly Period icals, Catalogues, Circulars and Office Stationery, etc.

## Che Winthrop Press

32-34 Lafayette Place, New York

## The Winthrop Press



**NewYork** 

# PARKAKAN PANDAN **さるかるかんかんかるかるかんかんかんかんかんか**

### hree opinions on the value to advertisers of the NEW YORK EVENING POST-

#### Manly Marcus Gillam

advertising manager Hilton, Hughes & Co., successors to A. T. Stewart, New York City.

#### Charles Austin Bates

the famous expert at writing and planning advertising— Vanderbilt Bldg., N. Y.

#### Printers' Ink (Editorial)

"The Little Schoolmaster of the Art of Advertising" —the national authority on this subject.

"Another reason why a paper like the Evening Post has particular value is the fact that the more carefully edited a paper is the more attention is paid to the advertising in it."

"Everybody that knows anything about the Evening Post knows its reading matter is absolutely reliable. When you feel that way about the reading matter you feel the same toward the ads.—you cannot help it. I believe 80 per cent, of the 25,000 Post readers read the ads."

"The advertiser who will use but one evening paper in New York City will, nine times in ten, act wisely in selecting the Evening Post."

#### 

#### A GOOD **ADVERTISEMENT**

is one that tells the whole story at a glance that is easy to read, easy to understand

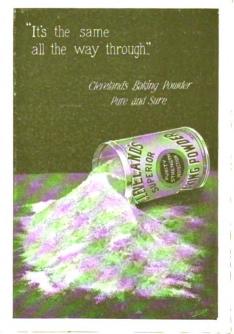
#### HERE IS ONE

of a series of magazine advertisements designed for the Cleveland Baking Powder Co. A clean cut, advertisement. straightforward Just enough words to be easily remembered.

If you need something like this send word and sketches will be submitted free of charge.

#### E D GIBBS

108 Fulton Street New York





#### SERIOUS THOUGHTS

that follow the above "good laugh"

-the philosophy that hangs upon this "clipping" from a fence.

All things either attract or repel-human nature is despotic-what pleases the fancy starts the impulse.

It's surprising—but a fact—that there's much sign advertising done which we don't perform. It's equally surprising—and as true—that much of it is not only unattractive, but even displeasing to the eye.

Then what a lot of money there is invested to antagonize the very interests investing!

Don't make this mistake.

Who does it and how it's done are considerations that may represent more than 99 per cent, of

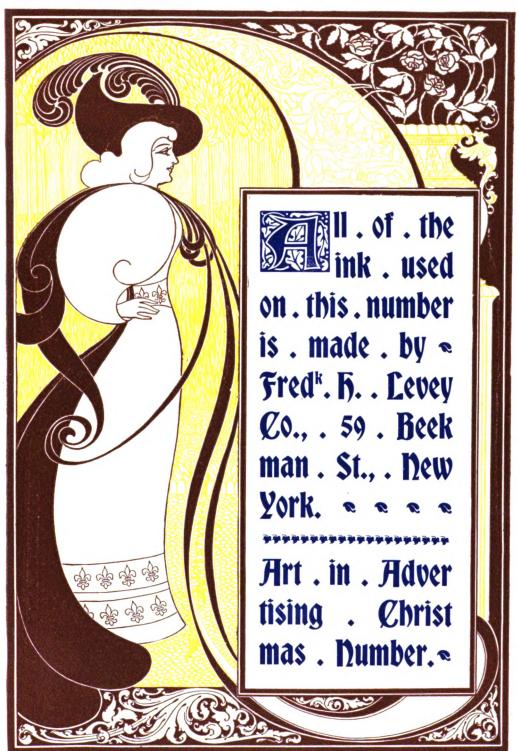
the value of your investment in Sign Advertising.

Recall your own impressions—think it over. It will strike you forcibly in its true light and you'll appreciate the methods of

#### THE R. J. GUNNING COMPANY

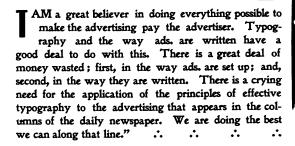
Executive Offices: 289 Wabash Avenue, Chicago.

Permanent Display Advertisers



## Mr. J. S. Seymour

of the Evening Post Says:



## Every Newspaper Man

and all others whose work is expressed in type should study type-style. All such are invited to put their names on the mail-list of our nearest Branch House.

A little outlay in eye-attracting type will bring in a big barvest of purse-filling advertisements •

SK FOR SPECIMENS of Livermore (the latest style out), Bradley, Jenson Old Style, Cushing, Columbus No. 2, DeVinne Extra Condensed, Quentell, Lippincott, Philadelphia Lining Gothics, all specially desirable for advertising purposes.

## American Cype Founders' Co.

Boston New York Philadelphia Baltimore Buffalo Chicago Pittsburg Cleveland Cincinnati Milwaukee St. Louis St. Paul Minneapolis Omaha Denver Kansas City

San Francisco Portland (Ore.) Atlanta Dallas

THE BEST OF EVERYTHING FOR THE PRINTER



Entered at the Post Office at New York as second-class matter

VOL. X.

DECEMBER, 1895.

No. 10.

Published by The Art in Advertising Co.

156 Fifth Avenue, New York.

Chicago Office, New York Life Building

H. C. Brown, President.

E. L. Sylvester, Editor.

Copyright. All rights reserved.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

#### CHRISTMAS.

WING to circumstances, over which we have no control, Christmas is here again. Everywhere the shops, the streets and the publications have simultaneously burst into holiday attire. It matters not that this seeming spontaneity has been in preparation for months; that all those Santa Claus pictures and Santa Claus poems and Santa Claus jokes were turned out of the factory when the mercury was 99° above par. It is Christmas. The annual Season of Plunder is at hand. Smile! Look happy!! Think not of the presents you could illofford, but that you made in Christian resignaon and the hope that you would get something ore valuable in return. Forget the handsome resent your wife made you. Try to believe hat you mean it when you wish that opulent old uncle of yours a Happy New Year and many of hem.

Think of the Hansels and Gretels painting worthless dolls in Germany for three cents a week, who would starve but for this happy, happy Christmas. Think of the poor cash girls at \$1.25 per week who would be denied the blessed privilege of working till 10 o'clock every night for two weeks, without extra pay, were it not for this beautiful holiday season. Think of the poor floorwalker whose ideal is to be like the hero of a Californian poem who sang:

My feet they haul me 'round the house; They hoist me up the stairs, I only have to steer them and They ride me everywheres.

Think of all those things and smile. Aside from the fact that it is the glad holiday time there is nothing to smile about. But that doesn't matter.

> Christmas comes but once a year. Alas and alack it now is here!

OUR friends who appreciate a journal run on an anti-bunco basis can help the good cause by sending in their subscriptions quickly. We receive lots of kind words, but kind words alone will not pay the poor printer. Only money talks to him.

Business will now be again disturbed—Congress is in session.

An idea is always in order. Our readers can render us valuab'e assistance if they will send us a brief description of anything new and interesting which comes under their notice in the advertising line.

It is a mean-spirited clerk who attempts to bully a timid or unsophisticated customer into making a purchase which she doesn't want. He may sell the goods to her this one time, but you can rest assured she will shun your store in the future, and say all she can to prejudice her friends against it.

EVERY disappointed or offended customer who leaves your store does much to counteract the effect of your advertising, however good the latter may be.

THE horseless carriage as an advertisement seems to be quite an attraction. Yet none of the users of this novelty have made anything like the hit of the first adapters. Hilton, Hughes & Co. seem to have got the cream of it on this side of the ocean, while the Frenchmen, who first suggested the idea, were noticed in every newspaper in the world.

THE Times-Herald, of Chicago, made a big bid for another horseless carriage, run like the foreign one, but without much result. The distance was from Jackson Park to Waukegan, and he winner made the trip in nine hours and a half, which the local report says was about double the time it would take a man with a game-leg to walk it. R. H. Macy & Co. sent one out from New York to Chicago. Very little has appeared in the papers gratis regarding the trip, so that much may be regarded as a fizzle. At last accounts the wagon had busted at Tarrytown.

NOW is the time to subscribe for ART IN AD-VERTISING. \$1.00 a year, in advance.

#### COLORED SUPPLEMENTS.

THE astonishing gains in circulation made by the New York World and Herald by means of their colored supplements has awakened renewed interest in this branch of daily newspaper publishing. Color has been confined to weeklies of the Judge and Puck type. The length of time required to prepare colored material has heretofore operated seriously against its adoption for a daily paper. Years ago the Graphic, by printing illustrations daily, was considered a marvel. But these were only in black. Recent inventions, however, now make it possible to produce color work in less than three days, but the daily colored paper is still to come.

Color in monthlies has arrived, Comfort being the first, and the Cosmopolitan the second. Publishers anxious for increased circulation should bear in mind the possibilities of colored supplements.

#### TYPE FACES.

T seems pertinent to remark that never before have the different type foundries equaled their present efforts in the direction of neat and tasteful designs in type faces. And one, at least, of the companies is smart enough to call attention to the fact that many of its designs have been specially conceived for the uses of advertisers. Unquestionably, the importance of neat and effective type-setting was never more apparent than now, and we commend the attention of careful advertisers to the manifest advantages of good type faces in their display.



#### ADVERTISING INDIA TEA.

A CAMPAIGN THAT HAS COST A QUARTER OF A MILLION DOLIARS AND TREBLED SALES IN THE UNITED STATES.

A GOOD-SIZED fortune has been spent in introducing India and Ceylon tea into this country during the past five years, with surprising results. This is the most conspicuous example of the enterprise of our British cousins as big advertisers on this side of the

MR. R. BLECHYNDEN.

water that we have been permitted comment on. Some of the methods employed are unique, and probably more picturesque and original than any endeavor in the whole field of American advertising thus far. Now this is a strong statement, but it is the only conclusion that a survey of the

general campaign leads to. I met, lately, Mr. R. Blechynden, who came to this country three years ago as the General Commissioner of the India Tea Association of Calcutta and London. The statements he made to me are matter of commercial—of advertising—history. He gave me an interesting little sketch of the India tea industry, which, contrary to the generally prevailing idea, is a comparatively young one.

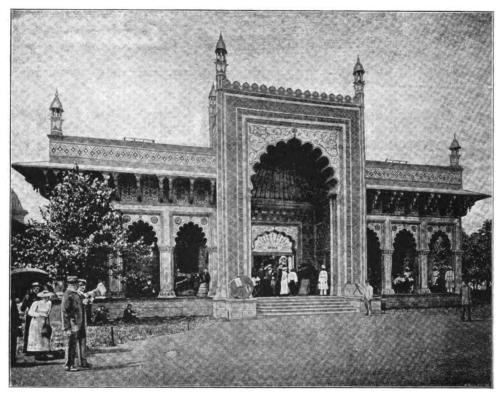
"Tea was introduced into India as an industry," said he, "sixty years ago. Shortly after the first trees had been brought over from China a species of the plant hitherto unknown and apparently indigenous to Indian soil was found growing wild in various portions of the northeastern frontiers. Importation of nursery stock from China was stopped and the experiment of native tea cultivation was taken up with some interest by the British Government. The success of the new industry attracted the gradual investment of private capital, until within a couple of decades the entire production was in

the hands of English planters. It is interesting to note that the Indian, except in the case of the native grandees, who have never been great tea lovers, and the English residents of that period, did not know what tea was until the Englishman added it to the list of native indus-The natives are not even to-day a teatries. drinking people. There is possibly less tea used in India than in any other country, without exception, in the world. The Persians, on the other hand, are great tea drinkers-an entirely new taste this ancient people have formed in recent years. Tea-drinking, indeed, among the English-speaking races, is quite modern. The introduction of Japan teas into the United States is well within the recollection of middle-aged Americans. There are now more Japan teas sold in this country than any other. We have lately gotten up a diagram illustrating the growth of the consumption of Indian teas and the consequent displacement of China teas, which we are distributing as an advertisement.

"This shows that last year one hundred and eighty-five millions of pounds of India and Ceylon teas (they are practically one industry) were consumed in Great Britain, as against



GROUP OF NATIVES



INDIA PAVILION, WORLD'S FAIR.

thirty-four million pounds of China teas, and this displacement is yearly growing. Thirty years ago the figures were more than reversed. This almost complete absorption of the home market caused us to turn our eyes to America, where an even more splendid trade conquest seemed to await us. While individual firms had for several years done a certain amount of active advertising and missionary work over here, it was not till the World's Fair of 1893 had been announced that we hailed our great opportunity for a general movement on the whole country.

"The echoes of the workmen's hammers building the White City awakened an enthusiastic response on the far-away Indian frontier where it merges into that undiscovered country that lies between the tea-growing districts of India and the western frontier of China, and planters in their remote bungalows contributed their rupees to emulate other countries in a grand native display, and to celebrate the formal introduction of the teas of India to the American people.

" It was a concerted movement to which even the most remote planter gave his mohur and was undoubtedly one of the most momentous advertising schemes ever set on foot. British Government of India stood back and left the national display to the planters and tea factors, who gave the World's Fair the worldfamed India building as the result. Thousands of visitors to the World's Fair naturally supposed this unique oriental structure with the marvelous exhibition of the wonders of India was a government exhibit, but it was solely due to the enterprise of the tea men and was a government exhibit only in that it worthily represented India and was fully indorsed by the home government. This building was manned by a force of

ten native attendants in gorgeous costumes, aided by a staff of attractive American girls, and here during the long five months of the fair we dispensed 5,000 cups of India tea daily.

"In addition, we had a large space in the woman's building where the tea in packages was sold, the proceeds, sometimes amounting to \$100 a day, being donated to the Woman's Building Fund. Wasn't this glorious advertising among the American women?

"We adopted a form of souvenir unique in its way which we gave away freely at both places. It was a small tin box, made specially for us in England and printed in seven colors—a work of art in itself, representing on the upper face two different types of Indian girls reduced from celebrated paintings. These works of art in miniature we distributed to the number of 87,000. They were not to be thrown away. have heard of them since, all over this country, and believe at a fair estimate there is hardly a single town or village in the United States that does not treasure at least one of them as a World's Fair souvenir. The amount of free advertising this display received was probably as great as any other single serious exhibit. We intended to spend a certain sum with the Chicago papers at the outset, but found it really superfluous. I spent \$7.50 during the summer for a cut. That was all. Weekly gave us a full front page in an early number, and the other great journals soon fol-Our building, our picturesque lowed suit. natives, were copied in pictures scores of times. An American beauty fell in love with one of our stalwart Khitmagars, and the papers made a mild sensation out of the affair, and we got more free advertising. Every book, pamphlet, and guide about the fair gave us front page, top o' column, and lots of pure reading matter, and all without any return on our part, except a cup of tea and a handshake. This whole great advertisement cost us in the neighborhood of \$100,000, and we doubt if its results could have been duplicated if we had come here unheralded and spent half a million in the newspapers. For all this we are indebted primarily to the unparalleled enterprise of the American people in creating and constructing the World's Fair.

" I am stating a fact when I say that the immediate effect of our exhibition was the open-



A FAMILY GROUP.

ing wide of the doors, to the American market, and the doubling of the consumption of India tea in this country.

"In 1892 imports of India tea were 800,000 pounds, in 1893 1,500,00 pounds, or nearly double. As a proof that this advance was due to our World's Fair work, we observe that the consumption in Canada, where we have as yet done no advertising, has remained practically stationary.

"In 1894 our imports were 2,000,000 pounds. This year they will reach 3,500,000. These figures are of India teas, exclusive of Ceylon teas, which have been advertised alongside of them, almost, and have advanced in about the same ratio. The larger proportion of the intelligent population of the United States will bear me out in the statement that before the Columbian Exposition the name 'India Tea' was practically unknown in this country. Within a space of three years we have interested some of the largest American firms in the trade, and several of the foremost English houses have established branches here to import India teas direct and distribute in original packages. A glance at any of the popular magazines will show that they are in the van of the great advertisers.

and that advertising will continue, for several years yet to come, to be a feature of the great American journals. I know of three firms in the trade who have made contracts for large space in the highest priced mediums, for the coming year, and others who have made smaller deals

"A great feature of our advertising campaign has been the introduction of native attendants as 'demonstrators' or tea makers. We made a fine display of this character, at the big fair 'Echoes of the White City,' held under the direct patronage of Chicago's four hundred, in Battery D last year. I brought over five natives in picturesque costumes, and placed them in leading grocery stores in the large cities, for a period of a week at a time, a year ago. I divided New York into districts and covered every residence section good. Their very appearance in the stores and on the streets became an advertisement for India tea. Hundreds of people bought the tea after drinking a cup, and as the demonstration was always thoroughly advertised in the neighborhood by plenty of attractive printed matter, hundreds came into the stores who had never entered them before. One feature of our printed matter was the especial care we took to impress upon the American people, who, as a general rule, had been in the habit of treating tea with much the same respect they do a cabbage, the importance of our method of making tea. Such pains we found very impressive, and it had a great deal to do with our success in making sales.

"We are nothing if not advertisers, and while we do not expect to be sensational in any sense, as we handle a strictly first-class product that commands a good price, the trade will always be represented by striking and appropriate advertising matter. I have recently gotten up a poster printed on large sheets to be hung in stores showing by a physical diagram the eclipse of China teas by the India and Ceylon trade. This pictures the sun of affluence, whose rays formerly fell on China, in different stages of

eclipse consonant with each year's decline in the tea trade, its effulgence turning upon India and Cevlon.

"One firm of Ceylon importers, Jos. Tetley & Co., has for several years been using half pages and pages in the leading magazines in connection with a corps of traveling native demonstrators.

"This year they have made a large contract for street car space and are having signs painted along the principal railroad lines and on bulletin boards in the large cities.

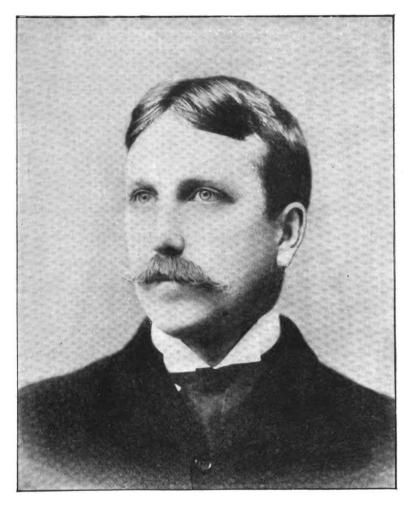
"Their four-page inserts in the magazines a few years ago will be remembered.

"We have always been liberal exhibitors at the various food shows and believe in them. We think their value to the advertiser depends chiefly on the way they are managed. They are always of a certain value. One of our firms, with an appropriation of \$25,000 from England, for 1896, will thoroughly exploit Chicago through the daily newspapers. They are testing the street cars also. From the point of display alone I do not know where you can get such good effects as in a street car space. The same firm has also had made two very pretty little booklets in colors for distribution during the holidays. These are in the ever-welcome shape of illustrated nursery rhymes. The advertising is not obtrusive, and they are very appropriate to the Christmas season. Another firm has made an all-'round contract with the leading monthlies and will use a 2-inch space with cut to keep the name of the Siva tea-a brand of Ceylon-before the public.

"All of the quarter million dollars that has been spent thus far in advertising India and Ceylon teas in United States is at the behest of British capital, and we think it is a fair sample of the way we do things in this line over there. We shall keep it up until Britannia rules the American tea market, the greatest element in our plan of determination being that it is apparently impossible to produce a native tea in this country."

J. L. FRENCH,

### CITICITY SHE CARRIED IN



W R. HEARST.

ASKED Nathan S. Cohen, the well-known advertising manager of the *Journal*, who has been at the helm of that paper for a number of years, and through several administrations, to tell me "what he knew," the other day. He stretched his long, good-natured frame into an easy attitude and talked as follows:

"A newspaper has the burden of the necessity of advertising upon it just as much as a

patent medicine. Its methods are entirely different and yet exactly the same end is sought the extension of business.

"I believe in the columns of the newspaper itself over all other mediums. But there is an objection on the part of certain New York newspapers to selling their space to rivals. This reminds me of the old Dutch admiral who sold his powder to the Spaniards before going into action and got whipped with his own ammunition.

"Some of our competitors represent the reverse of this illustration and seem to be afraid to sell their space for fear of being whipped in their own columns. firmly in the newspaper as a of advertising the newspaper. I believe that a journal should go outside of its own columns as much as possible to advertise itself, and there is no better medium than its competitors, one and all, big and little, half a million a day, or five thousand a week, the bigger the better, and the smaller of proportionate value. I had an argument this morning with an authority on the comparative value of advertising a daily paper in other dailies versus the "L" and surface cars and posters. I don't believe in the street cars for a daily newspaper. Why, it's a matter of commonsense, everyday experience. ing down on the 6th or 3rd avenue "L," or Broadway surface cars, in the evening, you'll soon see, if you are observant, that nobody cares for the signs. Every last man is absorbed in the newspaper. If you have observed, the average crowding of the "L" train, during the hours to and from business, you will notice that the line of vision is very much obscured. It is the same on the surface lines, on Broadway and 3rd avenue. During the hours from 7 to 9 in the morning and 5 to 6.30 in the evening, the active, the money-getting and earning population of New York moves between its homes and places of occupation. This is the backbone of the community, and consequently the backbone of newspaper patronage. Everybody, to a man, is reading or trying to read a newspaper. In fact, a number of trips specially devoted to observation, up and down at these hours, convinces me that, to the average full car, a proportion of not more than one sign is even capable of being seen by every occupant. I have studied this a good deal and it is the proportion I have arrived at. The newspaper advertises to get more readers, as directly, as savingly to itself, of course, as possible. You cannot create them. They have got to be attracted from other papers, and I cannot conceive of a directer way than an appeal right under their noses, in the paper they are reading. But, as I said, there are difficulties in the path of my advertising Utopia. I cannot buy space at all in some of my contemporaries. There is very little of this kind of advertising of each other and by each other done in metropolitan journals. The effort is only occasional and spasmodic, and then the space is accorded, in a sense, grudgingly, although paid for at full rates, and double and quadruple rates. I like the "L" poster at the stations. It helps along other work, but as a single idea I don't think it is of much value. I have gone through an experience this summer of placing a good many thousand dollars of direct advertising for the fournal. We used a double sign on the various lines of surface cars in New York and suburbs. It was one of Howard Ireland's most striking designs printed in several colors, and certainly all hat a street car ad. could be, both as regards invitation and the size to examine it.

"This was supplemented by posters on the 'L. lines, in Cheret designs, and twenty-eight sheet posters in two colors for the street. The colors green and white -were selected as a cool and comfortable combination for the hot weather. This was all done for one thing-to increase the number of free want ads., yet the result was hardly appreciable. Then I tried the newspapers as a comparison. The idea struck me to insert a call for Want ads. free, to occupy six lines at the foot of the announcement of our Sunday features, in all the dailies we were using for that purpose. I felt these six lines more than I felt the poster, the surface cars and everything else combined. The day following the first insertion there was an increase of twenty to twenty-five per cent. of new want ads. Before the week was out this had swelled to seventy-five per cent. I stopped it and the volume of want business decreased simultaneously, although all the other advertising, the posters and the street car cards were This was a direct comrunning as usual. parison and as close a one as I could possibly figure out how to make.

"I keep the posters going and have faith in them for indirect results. I believe their effect is cumulative. I will add that it is the most expensive method of advertising that I know of.

"I would back a 4-inch ad. in all the dailies one time against a thousand stands of posters for an immediate return. We are now using the electric sign at Madison Square, opposite the 5th Avenue hotel, which is great but costly,

even for a metropolitan daily. We shall vary the lighting effects from time to time. When all is said about direct advertising for a newspaper, there is nothing to compare with its own enterprise for news. That is what hits the public hard, and it lasts, and though the public do not see it, the burden of success or failure in the fortunes spent for special news features, falls on the shoulders of the business department. One of our own efforts lately was the nine-column cable dispatch giving the text of Dunraven's letter to the London Field. Other dailies gave it a full column at the outside. The Journal alone decided to use it in full. We had but six hours to exploit this mammoth piece of news, but every member of the New York Yacht Club and every prominent clubman in New York knew the next morning before breakfast that the Journal alone had the full text of the Dunraven letter.

"We sent 1,000 telegrams all over our circulation field the night previous. The results were very apparent. The demand for the Journal the next morning was in keeping with our enterprise. Brentano's, for probably the first time in their history, put a daily newspaper on their counters, and have been selling off large orders of that issue all week.

"Of course all the papers are active on the night of elections, but the Journal, under the new owner, signalized the occasion.

"We thoroughly bulletined New York and Brooklyn as no other daily ever did. The Western Union built lines for us into unexplored neighborhoods where an election bulletin had never been seen before.

"Pain, of Manhattan Beach, set up for us six bomb batteries, one of them at the top of the Manhattan building above the signal station, the highest point on the island, which we had to appeal to Washington for.

"This display was arranged to cover not one section but every quarter of New York and the suburbs. We put out two million signal codes; advertised our methods in our own and all the other dailies; used stereopticons—at some points pairs of them, and in addition had electric search lights stationed on some of the highest points on the island, the Madison Square Garden tower for instance. We kept a crowd of 15,000 people in front of our display in the Brooklyn City Hall Park, that trampled the grass down and tore the fences, and stayed till halfpast one the next morning when we ran over our first edition and sold it out as high as five cents a copy.

"The amount of direct advertising a daily newspaper achieves on such an occasion is incalculable, and the expense would be appalling to any other kind of an enterprise.

"There is probably no newspaper proprietor in the country who is a more thorough advertising man, in the great sense, than Mr. Hearst. His work with the San Francisco Examiner is good enough foundation for this statement. the Journal proposes to do, according to his plans, will be the most extensive campaign ever made, even by a metropolitan daily. Hearst did not budge for nearly a month after coming into possession. Outside of newspaper circles, it was scarcely even known that he had bought the *Journal*. Meanwhile he was carefully strengthening the staff of the paper, its appearance and its policy. Now he is starting to push. Here is a single item: We shall put out 2,000 stands of 28-sheet posters and 7,000 stands of single sheets, in all six different kinds, in New York and within a radius of thirty miles, this week. We are billing New York City as it was never billed before, and we have gotten out a line of work in the poster way that will herald to the eye, more eloquently than words even can, what the New York *Journal* is. The work is beautiful, dignified and very striking, and coming just at this time will impress the public with the new era more than anything else that can be placed outdoors.

J. L. FRENCH.

As many of my friends are under the impression I have located in New York and am a special representative of some Cincinnati religious papers, I wish to state that it is another Harry Hall and in no way connected with my office in Detroit. The advertising fraternity, while they know me as H. C. Hall, also know me as Harry Hall.

I am the sole representative of the following religious papers:

Journal and Messenger, Cincinnati, Ohio. The Lookout, Cincinnati, Ohio.

The Michigan Presbyterian, Detroit, Mich. The Plymouth Weekly (Congregational), Detroit, Mich.

The Christian Guide, Louisville, Ky. Christian Oracle, Chicago, Ill.

The only representative I have in the field is Geo. W. Preston.

I trust my friends will fully note the distinc-H. C. HALL. tion.

## Street Car Advertising

tinue to grow in popularity, and the business to become more a factor in advertising than ever.

R. GEORGE KISSAM announces that he has purchased the interest of the late Wm. F. Carleton in the old firm of Carleton & Kissam, and hereafter the business will be conducted by the redoubtable George himself under his own name. In the same number in which this ad. appears we note with emotion that reference is made to the fact that Kissam was formerly a sign painter. stating the same fact some time ago we incurred the everlasting dislike of the fastidious Kissam, who proudly wrote us that he would rather be called a convict than a sign painter. Poor Kissam! There are some things in this I fe worse than sign painting. The fact that his late partner was a street-car conductor was nothing against him, except in the minds of a few cads whose opinions count for nothing, anyhow. No sensible man will ever think less of Kissam because he once went around with a paint pot, and painted better signs than anyone else ever painted before, and Kissam, himself, is entitled to all the more credit for having raised himself out of the paint pot.

Exactly what the future has in store for Kissam no one can foretell. Has he the ability to cope with the situation? Already there are rumors that he is dickering with Wineburgh. That he has settled his quarrel with Wineburgh is already known, and, as Wineburgh has the whip-hand, it is practically certain that he dictated the terms. Whether Kissam will eventually disappear in the maw of Wineburgh doubtless depends entirely on Wineburgh. Judging from the past it would seem quite a simple matter for the latter to do very much as he pleased. In the meantime street-car signs con-

Few persons can have any idea of the immense business done in so small an item of trade as dress shields. The I. B. Kleinert Rubber Co. has just completed a contract for street-car advertising amounting to the comfortable sum of seventy-five thousand dollars. The business will appear in thirty-five cities and will cover the best sections of the country very effectually. Less than ten years ago Kleinert's dress shields were comparatively unknown. The business was then in Broome street, and occupied one floor in an old-time print-house. The first advertising was placed by Victor Gunsberg, the present treasurer of the concern, and no little credit for the success of the business is due to Their sign first appeared in the Elevated in New York, and from there the Kleinert dress shield spread out gradually till now the advertising appears in practically all the great centers Mr. Gunsberg is rightly reof population. garded as among the shrewdest advertisers now in the market, and the best proof is the demand in the trade for Kleinert's dress shields. Seldom does the month pass that does not witness some new dress shield on the market, but none seems to make any visible show in the sales of Klein-

The best possible test of the value of any advertising is of course the demand created. There is always a shortage in the manufacturing capacity of Kleinert's. At present the firm has orders more than enough to absorb the entire product from now until next April. A

large export order was refused last week for the reason that it could not be executed without detriment to the home trade. This is undoubtedly a great testimony to the worth of the goods themselves, for after all is said and done Kleinert's dress shields are the best made. No doubt the advertising has done much to popularize the goods, but no goods could continue to sell, no matter how much the advertising, were it not that after all the quality is there. That is the secret of Kleinert's success.

THE business in the dear old sleepy Elevated is slowly but surely coming to life again. There are a number of new signs in the cars, all more or less effective. But there are two cards now running that seem to me to be practically worthless. One is Le Bihan's umbrella card. It is not at all up to date and so clever a man as Le Bihan will only need to have his attention called to it to get the proper thing. The other is the Lillian Russell letter about fibre chamois. Perhaps we ought not to be severe on this one, for the point is fairly well brought out after all. The display lines tell the story to a certain extent-" Read what Lillian Russell says about Fibre Chamois and its worthless imitations"but no one without a microscope could by any possibility read what the letter says. It is produced life size and any one who has tried to read a letter across a room can judge of about what the result is. This is good material and ought to be used to better advantage. In the magazines this copy is all right.

THAT the prospects for a continuance of good business in the street car line may be reasonably expected is best shown by the amount of work now going out of the office of Mr. M. Wineburgh alone, which is about as follows:

Kleinert's Dress Shields	\$75,000
S. H. & M. Skirt Bindings	72,000
Macbeth Lamp Chimneys	36,000
Fibre Chamois	40,000
Tetley's Teas	25,000
Rising Sun Stove Polish	40,000
Brainerd & Armstrong	20,000
Runkel Bros. Cocoa	12,000

THE private price mark should be relegated to the background with other relics of the business past. No matter how honest these hieroglyphics may be there is always an air of secrecy about them, as if the purchaser was being "done," and the tradesmen wished to keep him in ignorance of the fact. It is not so much out of place to mark the cost in

private cipher, but much preferable to have only the one mark, that being the selling price in plain figures that everybody can read.—Grocery World.

A FIRM in Japan has been sending the following amusing circular to the American and English warships on the China station:

"In the East there was no good sanitary tooth-paste that was sure to cure and safe to use, so our company resolved to prepare a good-natured paste and successed. The efficiencies of this paste are as following: Firstly, to strengthen and preserve the nature of the tooth; secondly, to tight the tooth with thingams; thirdly, to defend a hemonhage arisen by frictrir; fourthly, to take away the offensive smell of the mouth; fifthly, to difend the putrifaction of tooth and so prevent the carious one. Anyone who uses this paste will certainly discover that it is of avery wor drfnl and valuable nature, by this practice. To use this paste it is necessary to vinse the mouth with walir aftr sabling the tooth carefully by the tooth brash."

Extreme tidiness and order cannot be too strongly emphasized in the attractions of shop windows and the general display. One expects orderly service where everything is in tip-top shape and style-no detail is unimportant. If "order" be "Heaven's first law" it should be at least the third law of a provision store. A customer served with attention and dispatch is almost sure to call again and vice-versa. Some tradesmen seem to think that when the "coarse handwritin'," as Artemas Ward used to call it (taking down the shutters and sweeping out), is done that all is done. Do not make that mistake! Give a certain symmetry to every assortment exhibited; have an eye to color and form in every detail. I bought a little bottle of arnica lotion in a Paris shop which pleased me greatly by the taste displayed in so simple an affair. The bottle was a dull, middle-blue color, exactly in harmony with the peculiar yellow of the lotion. The label too was so harmonious in tone that I thought the cheap, little Frenchy thing very chic and pretty. If one buy a pound of coffee in Paris it is dropped into a paper of a sombre, half-tone color, so precisely befitting the brown berry as to win the eye at once.

THERE is a quaint and primitive custom for advertising "fresh sausage" still in general use throughout Germany; even in the city of Berlin the butcher sets a clean wooden chair outside his door with a spotless white butcher's apron thrown over the back of it, to announce that he has just made "fresh sausage."



R. ISAAC GANS, who is advertising manager for Lansburgh & Bro. in Washington, suggests, through the columns of the Times, that "the business of selling goods should be publicly taught." He says, among other things:

"The thousands of parents who bring their young sons and daughters to you nowadays for places say to you, if you ask 'have they any experience?' 'No, but they are apt and will soon learn.' They are sincere in their belief, but business is absolutely business nowadays and one cannot afford to experiment with inexperienced people.

"In busy season you dare not, and in dull season you need not. Yet, if you want to be honest with them and tell them so they will answer you that they have to get their experience somewhere, and so they do.

"A good place to get it would be from an instructor—someone who is versed, someone who is himself experienced.

"Agitate this momentous question, insist upon it, let your school trustees see to it. They nowadays have instructors for singing, calisthenics, for cooking, none of which are as important as a knowledge of what you expect to make a living of.

"To sell goods looks easy, but it is not. It is really trying—the expressions that ought to be used, and how they should be used—not the cold, frigid, half-hearted tone, but the warm-hearted 'making-you-feel-at-home' kind, for if a customer enters the doors of a large or small estab-

lishment and is accosted in an automatic manner that customer feels like retracing her steps and going somewhere else; but should that customer be approached in a civil, genteel or agrecable manner the impression of the store is made at once and the customer feels at home, feels like buying.

"So many clerks in stores act like automatons, if approached by a customer with any inquiry at all—point in an aimless and expressionless way here or there, instead of adding a few words of information.

"It is not so much what you say to customers as the way you say it. Again, supposing the customer is directed to the right department, and asks for gloves or dress goods, or silks, when she comes to that counter look pleasant. without overdoing it. Show the goods at once. Don't ask too many questions about the color, price and style the customer desires. First of all, pull down something and say 'This is a stylish fabric,' or 'This is entirely new.' Say something regarding your goods.

"Should the customer be undecided, suggest, but don't insist. Quietly advance your ideas, without saying too much. Try to please, without importuning. If you can't make the sale, by all means leave a good impression. Let the customer say of you 'Wasn't he obliging? If ever we need anything from Blank's store, we certainly will look up that clerk.'

"But don't let the customer go away with the impression that you are impolite or uncivil, or overbearing; it hurts you some, but the store

more. If salespeople could only be made to understand it, if the store prospers their opportunity for a greater compensation is assured. It is a mutual affair; what you do, you do as much for your own interests as those of your firm."

In reference to stock keeping Mr. Gans writes as follows:

"Show me how a stock is kept and I will tell you at once what kind of salespeople you have. A salesperson who grows careless about his stock does not take an interest in your business. Stock must always look presentable. There can be no excuse for it being otherwise. Every article in your stock should be tagged; every piece of goods ticketed, not in an off-hand manner either, but in a plain, clear way, so that anyone at a glance could tell the price or size.

"Let all of your tickets be of one uniform size, and one color; be sure of this, as there is nothing that will tend to cheapen your stock quicker than unsightly written tickets, and particularly so if of different colors.

"Make nice shows of your stock, no matter what it is. Change your shows often. Have a nice card on all goods you so exhibit, no matter what they are.

"There is really a great disadvantage in not fixing a display card on all goods you want to use for show, for the card attracts as quickly as the goods, ofttimes more readily."

Mr. Gans also urges the necessity of special care on the part of clerks in receiving money for purchases. "Be sure," he advises, "to say Madam, or Sir' (as the occasion demands), 'you gave me a five dollar bill,' or 'you gave me a ten dollar bill,' or whatever the money may be.

"This avoids much after argument, for there are ever so many people forgetting what money they gave you who are apt to say, when their change comes back, 'I gave you a ten dollar bill, not a five,' and really may believe they did, and it is then awfully hard to prove to them otherwise, and even if you do show them the check where you had filled in, in the place so designated, the amount received, yet they feel dubious and think either you or your firm have the difference in money."

Another bit of sensible advice is the following:

"To put the correct address on a label saves much annoyance. One should ask twice the address given by a customer. A wrong address often occasions a disappointment and makes an agreeable customer displeased. Great care indeed should be used to properly address a package to be sent, or to be called for, or to ship at a later time, so specified by the customer.

"Now these functions are but a fraction of what clerks must know, and in stores where there are many people employed it surely would be a relief and satisfaction to be able to get salespeople from schools where they have received some preparatory knowledge of what they must do and what they must know; and if the schools would have some instructor, don't you think that all stores, when places were vacant, or more people necessary, would gladly ask for those people who had received this instruction?

"Think it over, agitate it, and see if it would not be a step in the right direction."

THE Strand Magazine for December contains an illustrated article on Shopkeeper's Advertising Novelties. Among the devices mentioned is a human skull, mounted on a calico collar, of the dude variety, and holding between its teeth a pipe which is being smoked in a most realistic fashion. This grim attraction (?) was shown in a tobacconist's window, the pipe being manipulated by means of rubber tubes, concealed from the view of passers-by. Through one tube the smoke, drawn from the pipe, was puffed back and forced out between the teeth of the skull.

Most of the window exhibits mentioned in the Strand article are somewhat chestnutty, but there are one or two that seem to be unique. The shop-keeper who was fortunate enough to find, between the rafters of his building, the mummified body of a cat holding in her mummified mouth a mummified rat, secured a pretty slick window attraction.

The "living picture" idea is rather ancient, but can still be utilized for window display if cleverly handled. The shaggy little donkey with his head protruding through a frame placed upon an easel, and his hinder-parts concealed from public view by carefully arranged drapery, is always a fetching picture and bound to attract attention.

CHICAGO is now a one-cent town, in a newspaper sense, though it still maintains a variety of other scents. St. Louis has caught the feverand its leading papers, the *Globe-Democrat* and *Republic*, are now enrolled in the ranks of the single-centers.

THERE have been many changes in the prices of papers these last few years in New York, but the leading dailies seem to have concluded that a fair charge is not unreasonable. In New York the World, on its initial number, under the present management, reduced its price from four to two cents. The Times followed with a cut to three cents and later to two cents. It has recently changed again to three cents. The Herald followed the World to two cents, and then, without warning, jumped back to three. The Sun has always remained two cents, though it has doubled its size. The Tribune cut from four to three cents, where it has remained ever since. The afternoon papers, like the Mail and Express and Post, have made no changes, but the Commercial Advertiser dropped from three to two. The first morning paper at one cent was the Press, which has always remained the same. The evening papers that were commenced at about the same time are also inclined to the onecent basis. The Morning Journal has recently passed through a similar experience, having been raised to two cents it is now placed at its original price of one cent.

THE CAMPBELL PRINTING PRESS AND MANUFACTURING Co., have just won their suit against Marden & Rowell, publishers of the Lowell Courier and Citizen, and as the case is one which interests newspaper publishers and others, the fact may not be without interest.

The Campbells have a press which it seems has been copied by the Duplex Printing Press Co., of Battle Creek, Michigan, and sold by it under the name of the Cox Duplex Printing Press. The Campbells brought suit against the Lowell Courier and Citizen which had one of the presses in operation. This was the test case. Decision against the Lowell people was handed down as long ago as last December, but it was only recently that an injunction was finally granted to the Campbells, restraining Marden & Rowell from using the Cox Press, which was declared to be an infringement of the patents

claimed by the Campbells. The effect of this injunction was, of course, a settler for Marden & Lowell. The decision of the court sustained all the claims of the Campbells, and the defendants were left without a leg to stand on.

The Campbell people subsequently made an arrangement with the publishers whereby they are able to use the press under a license. On receipt of cost to the amount of \$2,500 they signed an agreement releasing them from all further claims or damages arising through their use of the press.

This is a sweeping victory for the Campbells, and will doubtless put an end to the piracy from Battle Creek. One of the hardest things to prove in the world, is originality in press building. As this is one of the few instances where it has been proved beyond question, the victory is doubly sweet. As there is a number of publishers using the Cox press, the Campbells ought to have some fine pickings at \$2,500 and upward for each one. That itself ought to help out their balance sheet this year very nicely.

A combination has also been effected between the Babrocks and the Campbells, whereby the Babcocks will undertake the manufacturing end of the business, and the Campbells do the selling. This is a practical arrangement, and will enlarge the Campbell plant to more than double its present size, while at the same time increasing the output of the Babcocks.

It is rumored that a concern is now able to put a lithographic press on the market by which aluminum blocks will be used in place of stone. This, it is claimed, will much reduce the cost of work, while at the same time improving its quality.

THE bill-sticker who finds his poster too large for its allotted space and who seeks to remedy the matter by omitting one or more of the middle sheets usually shows more ingenuity than artistic judgment. An example of this sort of enterprise is shown in a number of posters which decorate the Harlem fences, and which show a housemaid at work with her scrubbing brush. One-third of the figure is left out, in some instances, leaving an ugly, top-heavy, duck-legged creature who is anything but a credit to the advertiser. It would be better to leave off the feet rather than the middle section.

#### WHAT TO DO WITH A "GOOD THING."

WHAT is one to do with a "good thing" when he gets it? To this seemingly easy question the majority of answers would be, "Keep it," "Clinch it," "Hold on to it," and I doubt not that some irrepressible would shout "Push it!" The latter would be right or, at least, more correct than the others, for the reason that he gives the first part of the correct answer and, as it is the key to the whole, he really answers the question in the best and shortest manner possible.

We all want "a good thing," and some selfish ones want two or three. But every one is looking for at least one "good thing," and if I were a betting man I'd bet anything but my new patent leathers that ninety-nine out of every one hundred have a hard time finding it. "Good things" are wary little birds and plenty of tempting salt must be used on their tails before one can be caged. That this is a fact, I am positive, for I myself have been chasing one of the above-mentioned slippery things for several moons, and have about come to the conclusion that it is either tailless or, if it has a tail, can stand more salt than I have got. But that is neither here nor there. "Good things" are captured quite frequently, for there are plenty in the market and there are plenty of people who are spending every energy they can exert to get them.

Now, it would naturally be supposed that after working so hard to secure it one would know how and do everything possible to keep it.

But how many do? How many do not sit down, draw a long breath, and go to sleep after they have been successful in their chase? I, myself, do not know, because I have never counted, but I am sure that if the ones who do not know how to keep a "good thing" are not in the majority, they represent a large portion of the whole.

The public is a "good thing" and will treat you well. It will smile on you and make your fortune, providing you treat it well after you attract it.

Thousands, yes hundreds of thousands of dollars are spent daily in wooing this fickle charmer through the medium of the advertisement; the only way to woo it. Good and bad advertising is seen everywhere; it is thrown broadcast, and the good advertising wins. Of course there is a great deal of difference between good advertising and bad advertising, that is, in the effect. The dividing line between good and bad advertising is sometimes so narrow and so nearly imperceptible that it is not easily distinguished except through the results. But I am not lecturing on the difference between good and bad advertising but on the method of holding the results.

The man who has attracted the public by judicious advertising has not done all there is to be done. Oh, no! He must arouse its applause and win its appreciation, and to do this he must do or have something to be appreciated. The man who loudly tells the public that he has a good soap and then afterward sells it a composition of alkali will not hold on to his "good thing." The man who guarantees to do this or that, and then fails to do it, will also lose the audience he has attracted. Yet such is the case only too often.

Whenever you see an article or business well advertised and then see that business grow into a great success you may depend upon it that the article is a good one or the business is well conducted. I have one particular case in mind that I will cite as an illustration.

Hotel advertising is rendered difficult, and the results still harder to keep, for the reason that in these days of luxurious and palace-like abodes of comfort and convenience, built for the traveling public, one has to advertise and promise so many glittering things, and not only that, one must provide every convenience, accommodation and luxury that is advertised, else the patronage desired cannot be secured. The public will not be humbugged in the matter of hotels, therefore it pays the advertising boniface to accommodate his patrons according to his announcements.

The Hotel St. Denis, situated on the corner of Broadway and 11th street, New York, is an ideal example. Its attractive advertisements announce the best of conveniences and service, the most competent and courteous treatment, the finest accommodations and the choicest location. These assertions are all true and as a consequence the house has an excellent patronage. Under the direction of Mr. Wm Taylor, the hotel's man-

agement is perfect and the attaches are examples of civility. The service, both in the hotel proper and in the restaurant and cafe, brings forth the praise and appreciation of everyone who patronizes the hotel.

The strictest discipline enforced in every department, and promptness and neatness in every kind of service, are rules of the house. The hotel is conducted on the European plan, and there are few restaurants, here or elsewhere, which equal the St. Denis. The cuisine is invariably good, and its adaption to the American palate is a peculiar feature that every guest enjoys. The dining-room is one of the most chaste and elegant specimens of Colonial decoration in this country. Then the location, which is not the least advantage a hotel can advance, but, indeed, to commercial travelers, etc., is the most important, could not be better Situated on the greatest thoroughfare in America, and in the heart of the shopping district, it is of the greatest convenience to both the business cult and the pleasure seekers. It is at present, and probably will be for some time to come, the most centrally located hotel in the city, as it is about midway between the upper and lower, or commercial and social, sections of the great metropolis. It is as convenient to Wall street and the City Hall as it is to Central Park and all the leading retail stores and principal places of amusement.

For the past ten years the old merchants of New York have persistently predicted that the great retail trade was moving uptown, and that Forty-second street would soon supplant Fourteenth street and its environs. It is true a few speculative storekeepers have ventured northward and tempted fortune there but, so far, with no great success. Shrewd tradesmen now perceive that the boundary lines of the shopping district are pretty clearly and finely drawn. The two large and open spaces beginning at Fourteenth and Twenty-third streets, well known as Union and Madison Squares, mark the focal points of the great ellipse within whose eccentric orbit the immense body of shoppers daily lives and moves and has its being.

From an artistic point the St. Denis has a peculiar advantage over many of the larger and more sumptuous hotels in the city, being on that particular part of Broadway which is constantly crowded with promenaders, presenting a kaleidoscope of beauty that has made it famous all over the world. Directly opposite, on Broadway, stands that famous and beautiful vine-clad edifice, Grace Church, which presents a beautiful view from the hotel's cosey and cheerful reception room, and many sleeping apartments which face Broadway. There are few buildings, ecclesiastic or secular, that can compare with it.

When one considers all of these advantages, one would naturally suppose that it required but little talent to properly advertise this hotel. That idea, however, is erroneous, for one must not only gather these facts, but must place them before the public in a manner that will make interesting reading. This, Mr. George Hippard. who does the advertising for this hostelry, has done, and he deserves great credit for it. It is very evident that Mr. Hippard is an able hand at composing ads. and that Mr. Taylor is an adept at pushing a "good thing" when he gets it.

G. M. EBERMAN.



#### THE FOOD EXHIBIT.

MADISON SQUARE GARDEN TURNED INTO A VAST DEMONSTRATING KITCHEN—
A BIG AD. FOR THE COTTOLENE AND CEREAL FOLKS.

THE great Food Show, or Food Fair more properly, which closed at Madison Square Garden the first week in November, was successful both in point of attendance, large numbers thronging the Garden in the evenings, as well as in the character and quality of the exhibits. What pretty girls, brightly trimmed booths, brilliant lighting and a very fair orchestra could accomplish in making that vulgar thing, food, attractive to the masses, was not wanting in quantity or kind.

A number of the leading firms of the country made notable displays, among which Roth & Co.'s bacon and ham pyramid, Fairbank & Co.'s "Cottolene" kitchen, the Claus & Lipsius Brewing Co.'s pleasant beer pavilion, the log cabin of the Aunt Sally's Pancake Flour people, the India and Ceylon Tea Divan, with its somber hangings and its hospitality, the glittering brass armatured booth of C. Maspero, the Olive Oil man, and the towering white and gold exhibit of the Anheuser Busch Co. were important features.

The upper galleries of the Garden, for two tiers, were lined with a vast variety of booths from a kindergarten exhibit to a "demonstration" of the last hygienic flour.

The largest flag in the United States, an acre or two in extent, was hung across the west end of the hall and voted for enthusiastically during the progress of the exhibition. Miss Rorer, the exalted high priestess of the American kitchen, lectured daily to large audiences.

The scene each evening was bright, varied and interesting, of that indescribable kind that only a food show can create.

As an entertainment of the lightest character imaginable, yet full of surprises, and leading withal to the transaction of not a little serious business, and the booking of quite a number of orders daily at the various booths; as an advertisement, speaking generally, the labor was undoubtedly worth the pains, possibly more, and that means a good deal. The great show, from first to last, meant about \$100,000, expended for the most part by about sixty firms, in the course of one month. It is very doubtful

whether a like amount would have produced as lasting a result if expended in any other channel.

The attendance averaged about 5,000 daily, and it was the right class of people.

Many leading firms place great faith in these exhibitions, and firmly believe one "demonstration," at a properly equipped booth is equal in value to an indefinite number of repetitions of a printed advertisement. Certainly a more direct means of producing an effect could hardly be devised than such demonstrations, striking in effect and inviting to the gustatory senses, as the portable kitchens of the Cottolene people and the Pancake Flour and "Breakfast Food" concerns. To look on at such an exhibition it would seem as though the art of advertising in this, its simplest and most direct form, had reached about its ultimate practical value. Of course, there are drawbacks, but the fact remains that the Food Show, as an advertising medium, seems to have become a recognized institution, and we are promised another one next year.

OUR illustrations of some of the booths in miniature will give a faint idea of how full that vast parallelogram, Madison Square Garden, looked on the occasion.

\* \* \*

THE FAIRBANK COMPANY gave a practical demonstration of the excellence of Cottolene as a shortening in substitution for lard, in its offering of various tempting dainties to passers-by. These things were cooked on a range, by a couple of neat, white aproned, colored cooks in fall view. The exhibit in a large white, gold lettered booth, trimmed with yellow, was the center of attraction, and one of the most practical lifts Cottolene has ever had in the East, where every vestige of the first prejudice against it seems to be disappearing. Why there should have been any it is difficult to say. The most skeptical was converted after tasting of those layer cakes and muffins, those flaky crusted pies and a short chat with one of the very common sense young women in attendance.





The whole exhibit was a marked success, and was managed in that liberal yet concise taste that is characteristic of all the efforts of this world-renowned firm. They have in "Cottolene" one of the most remarkable food staples on the American market.

PERHAPS there was no place in the Garden during the exhibition, where everybody felt quite so much "at home," as the large, somberhued booth, suggestive of oriental indolence, of the associated India and Ceylon tea importers. You did not stand outside of this booth; you walked in, invited by a smiling "Khitmagar," and presently you sat down and drank a cup of the best tea known to these shores The India tea people invaded this country only about half a decade ago, and this year will sell some half million pounds of tea in this United States They have almost entirely displaced China tea in Great Britain, made an entirely new market in Persia and Asia Minor, and furnish the bulk of the tea consumed by Australia and Canada.

This, for an industry that was unknown forty years ago, is a rather remarkable history.

The India and Ceylon teas are of a uniform excellence hitherto unknown to the drinkers of

China and Japan teas, and they are re-creating a market for tea in this country that the banality of many of the brands of China and Japan teas had almost ruined.





EXHIBIT OF J. J. CLEMENT

MESSRS. ROCH & Co., 219 Greenwich street, devoted a large booth to the display demonstrative of two imported goods specialties of a surprising character. These are the Zomose, a concentrated bouillon of the finest flavor, that has found favor with the most illustrious chefs of New York City, and Cerisette, a new wheat coffee, also a French importation. This firm has in these two specialties if properly handled the basis of a fortune. Each is absolutely unapproachable in its particular field, the last product of gastronomic science in France and calculated by their perfection to surprise even Americans. The bouillon is the first of a long list of proposed concentrated food products which will probably be adopted by the United States Army. A small pellet, the size of a hazel nut, will make a pint of bouillon. The flavor, slightly garlic is unsur-It is equally adapted at once for the passable cheapest and the best purposes, as testimonials from the leading New York hotel and club chefs testify, and is altogether the most remarkable article of its kind I have ever seen.

THE expressed juice of the orange, as pre-

pared by Joseph J. Clement, No. 74 Third avenue, is at once a novelty and a delight. The orange tree surmounting the large white and gold sphere, denoting the booth, from which this was dispensed to thousands, at the Food Show, was one of the sights of the exhibition. The inventor has found in this preparation, which is simply crushed oranges, frozen with sugar and tinctured with a little cream of tartar and phosphate, possibly the most delicious beverage yet presented to the American people.

He is a Louisianan, raised among oranges, and with a genius for this line of business. The new drink, Chambrose, will be introduced widely, on a novel and effective plan, the coming summer. It is in every respect a worthy preparation, delicious to the palate, and of the highest health-giving qualities, and will naturally prove a strong competitor even to that first favorite American summer drink—lemonade.

At a large booth trimmed in virgin white, near the center of the Garden, sat a 300-pound gentleman, crowned with the rosy flush of health, who ascribed his physical virtuosity to the qualities of the Arethusa Spring Water. His





appearance and manner of statement combined made many friends for this new aqua pura.

The Arethusa Spring, at Seymour, Conn., undoubtedly furnishes as pure a natural water as is found on this continent. It is claimed to be absolutely pure. It has been enthusiastically taken up by physicians in New York, New England and the South, as a diuretic and table water. It is for sale by Park & Tilford, Acker, Merrall & Condit and other high-class New

ARCHINE TO FOLIA PURCH ST. N.Y.

PERSON ELECTRIC EXCHANGE
TALKING MACHINE
TO FOLIA PURCH ST. N.Y.

TO THE PURCH ST

THE MASON ELECTRICAL CO.

York firms. A perusal of the "booklet" distributed by the Arethusa Spring Water Company at this exhibit, would lead to a conviction in the thoughtful mind that pure water is rather more of a necessity to the human organism than even pure food.

A HUGE bottle some eight feet high, in perfect fac-simile, attracted attention to the booth of the makers of Electrozone, the new germicide, who are the Geo. Carleton Brown Co., 72 Park place. Germicide is the leading article of its kind now on the market. Leading hotels and public places and buildings, places of amusement, etc., are their regular patrons, by the hundreds. The device for application is simply perfect, and the chemical itself has reached the highest place of perfection as a disinfectant and deodorizer. Something absolutely indispensable to all large centers of population.

THE MASON ELECTRICAL COMPANY, of 72 and 74 Fulton street, at a large booth on the north side of the Garden, demonstrated to a great many people how practical and valuable electricity has become for every-day use.

Their household battery is a unique machine, fulfilling every ordinary requirement, at a moderate price. Thousands have been sold, and their success with this machine at the Food Fair was a matter of much comment. They make a large number of different kinds of household and business machines. Their product has received



C. A. YOUNG'S EXHIBIT.

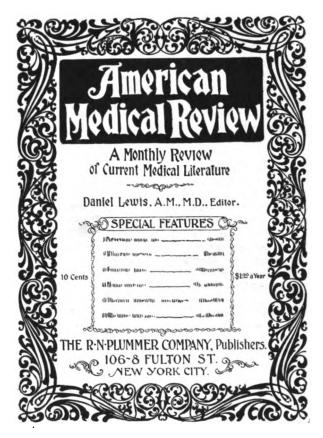
prizes, and is recognized everywhere as of the highest grade of battery goods manufactured. The Mason Electric Company is doing as much to popularize electricity for personal uses, and possibly more than any other single firm in this country. They are contractors, and are to be relied on for anything and everything in the line of electrical goods.

A FAIRY bower in glittering gilt brass canopied the bewildering display of C. A. Young, who, enthroned behind it, turned off rings, pins, brooches and bracelets of gold-filled wire in amazing variety, to the breathless admiration of a constant crowd. Mr. Young is one of two geniuses in the manufacture of wire jewelry in this country, the other one being his brother. Together or separately, they have been magnetizing crowds at all the great exhibitions in the country for the past five years. They manufacture to order and in sight of the "consumer" about one hundred different designs in jewelry from gold-filled wire. This is a novelty, and yet of the utmost intrinsical value. The wire will not tarnish, and wears like a

watch case, and the beauty and striking effect of the designs makes them much sought after. Mr. Young found it difficult to keep pace with his orders during the Food Show. J. L. F.

### THE AMERICAN MEDICAL REVIEW.

THE American Medical Review is the latest arrival upon the field of medical journalism, and is published by The R. N. Plummer Company, 106-8 Fulton street, New York City. As the name indicates, the publication is a review of medical literature - to the medical world what the Review of Reviews is to the field of current popular literature —i.e., a review and index of all important medical literature, with ably conducted departments devoted to the progress of medical science, society reports, college, surgical and clinical news, hospital and sanitary mat-



ters, new remedies, discoveries, etc., under the editorial management of Daniel Lewis, A.M., M.D. (president of the New York State Board of Health), assisted by George B. Bradley, M.D., of New York City.

Mr. R. N. Plummer is president of the company (organized under the laws of the State of New York), and, having been for many years identified with the *Medical Record*, enjoys a personal acquaintance among the medical journal publishers and pharmaceutical purveyors of the country. Mr. Plummer personally superintends the business and advertising departments, assisted in the advertising department by Mr. Charles McArthur, late of *The Cosmopolitan Magazine*, and in the business department by Mr. A. C. Butters, formerly subscription manager of *The Forum*.

The journal practically is "Two Hundred Medical Magazines" condensed into one, and unlike any other medical journal published; issued monthly at \$1.00 a year; ten cents per copy.

#### LONDON LETTER.

GOOD deal of the most interesting advertising done in this country is medicine advertising. I don't say that the best advertising in England is medical; but certainly some of the best is, and I think it is a fact that the keenest advertisers we have, as a class, are the medicine men. No other body of advertisers has got the matter down to such a fine point—copy, rates, pamphlet work and the rest of it—as medicine proprietors. Quite a decent proportion of the largest advertisers in this class are Americans, and the whole work of medicine advertising is probably affected to an appreciable extent by American ideas.

At the same time, it must not be supposed that we have not a native patent-medicine owning interest, We have Beecham and we have Holloway, and Cockle and Whelpton among the pill men, who are native English; and probably only Mr. Beecham, of these four, has taken much of the American spirit into the work of advertising-though Mr. Rowed, his very accomplished advertisement manager, is (I believe) an Englishman. Then we have (to name no others) Townsend's Sarsaparilla, Owbridge's Lung Tonic, Rooke's Solar Elixir, Guy's Tonic, all articles probably above the £1,000 a month limit in sale, which are of English origin and development. But the number of American medicine proprietors having agencies more or less successful here is considerable, and the influence of American ideas incalculably great.

Of course proprietary medicines— and it is this kind alone that can be advertised—fall naturally into two categories. A doctor would say that they are divided into quack medicines and others. Let us put it more logically, and say that they may be divided into those

- (a) Advertised to the medical profession.
- (b) Advertised to the public.

There is, even here, not quite a strict antithesis; for some medicines, like Scott's Emulsion and Syrup of Figs, have been, or are, advertised in both ways. But this classification is roughly convenient, since it permits of the advertising methods being sharply defined and divided.

Taking what I may call professional medicines

first, these are, of course, advertised in three ways - by the use of space in professional publications, by pamphlets, and by travelers calling on doctors. There are something over 26,000 registered medical practitioners in these islands, and about twenty professional journals published in their interest. The group here reproduced from a block used in a medical advertisement of Lactopeptine tablets shows all the most important London medical weekly papers, and two of the best provincial monthlies. Lancet and British Med cal Journal are the most voluminous, and the best. The Medical Press is noted for its paragraphs of professional news. The Medical Times is the organ of the General Practitioners' Association. Space in the weeklies costs from £5 to £3 a page; in the monthlies generally less than £3. Much medical advertising is done by circulars, and Mr. J. M. Richards, proprietor in England of Lactopeptine, and agent for Antikamnia and many other American preparations of the highest class, runs (as I have mentioned in a previous letter) a monthly medical journal, Medical Reprints, in which these goods are advertised. Medical Reprints, which (in spite of its name) contains a large proportion of original matter, goes in more



for illustrations than any other professional publication. The system of personally visiting medical men is largely resorted to by several pharmaceutical houses. It is not difficult to get a hearing for a new preparation designed for doctors' prescriptions, and the success of such things depends chiefly on (a) the existence of a requirement, (b) the merit of the goods, and (c) having as agent someone who stands well with the profession and has an organization for introducing them. It is a sine qua non, however, that this formula be a published one. Samples are a great help, almost indispensable, I should say.

So much, therefore, for professional medicines—a subject on which I have dwelt a little in excess of its advertising importance, with the idea of affording information, perhaps useful, to some readers of ART IN ADVERTISING. The other, a larger field, cannot be treated very exhaustively. Indeed, I do not know that it is possible to do more than make a few general remarks on the chief points for which our nostrum advertising is remarkable, and give one or two items of current news. To write anything like a full account of the patent medicine business in England would take up all the space in a complete issue of ART IN ADVERTISING.

The advertising methods open to a medicine proprietor who addresses his advertising to the public at large are:

- (a) Newspapers.
- (b) Pamphlets and distributed literature.
- (c) Space in tramcars, railway carriages, etc.
- (d) Wall posters.
- (e) Samples.

Many of the conditions applicable to medicines apply also, of course, to kindred things, like toilet preparations, hair washes and so on,

The newspapers of this country derive an enormous revenue from medicine advertising. Both display matter and reading notices are used—the former by almost everyone, the latter chiefly by Warner's Safe Cure, Dr Williams' Pink Pills and Mother Seigel's Syrup. Illustrations are freely used by many of the display advertisers, in those papers which admit them; but our papers are far less hospitable to illustrations than yours, and though some of the old cast iron regulations have been broken down

latterly, the display given by our more desirable journals is, on the whole, wretched. This applies chiefly, however, to daily papers. The weekly papers are all right. Even the *Times*, though, "broke column" (that is, admitted an advertisement two columns wide) the other day for Carter's Little Liver Pills, an article which has been making a considerable "splurge" during the last few weeks, with big spaces in all the most expensive periodicals and newspapers.

The newest things in this line in the papers, however, are Hood's Sarsaparilla (of which more hereafter), Syrup of Figs, and a preparation called Rudd's Remedy, which has just come out with a scheme which I will also explain hereafter. Syrup of Figs, as I said last month, comes in with some disadvantages. Home Notes, Mr. C. Arthur Pearson's wonderfully successful little ladies' weekly, contained last week the advertisements of no less than three Fig articles

Pamphlet distribution has also been used by the California Fig Syrup Company, who have been putting out a somewhat ineffective colored folder, apparently printed at home. Sarsaparilla has been here for a year or two, and depended, until a few weeks back, solely upon distribution. Mr. Everett, who went back home the other day, has been over from Hood's to survey the newspaper field, and the campaign has now been commenced. I suppose one of the largest distributers of pamphlets in this country is the proprietor of Mother Seigel's Syrup (Mr. A. J. White), whose emissaries are everywhere in evidence. Dr. Williams' Pink Pills make a close second The peculiarity of the Williams advertising is the continual variation of the pamphlets used. Mr. Fulford opened up here about two years ago, and has had about 150 different books since then. A somewhat novel pamphlet was placed in my hands the other day. It is entitled "Touch and Go; a story by Dr. A. Conan Doyle," and commences with the following naïve "introduction":

"This booklet is presented with the compliments of the Guy's Tonic Company. Dr. Conan Doyle's story will undoubtedly be received with interest and pleasure. It is hoped that the further pages will be perused with attention, as they refer to the experiences of many people which may furnish useful guidance to the reader and the reader's friends."

The story is printed straight off; there are no advertisements interleaved with it. Then, with a very few words respecting the medicines of the Guy concern, follow about fifty pages of authenticated testimonials—certainly a remarkable collection of evidence. The book is beautifully printed, and bound in leatherette, and I understand that the printing order ran into millions. It will be interesting to see whether so restrained a manner of advertising will prove remunerative. It must have cost a good deal to get up this seventy-two-page octavo book; there is nothing cheap about it, and the outside is entirely devoid of advertising matter.

Tramcars do not cut anything like the figure in the advertising market here that they seem to do with you; neither have we got the matter down to the degree of refinement which your advertising papers indicate by the frequent recurrence of such expressions as "full time" and the like, in connection with it Carter's Little Liver Pills have an enameled iron sign on some thousands of London street omnibuses. On the windows of tramcars and 'buses a transparency of Lamplough's Pyretic Saline is about the only medicine advertisement often seen.

Wall posters are not very much used now by medicine advertisers; but several firms have field boards or painted wood screens erected in meadows near all the chief railway lines. Carter's Little Liver Pills, Beecham's Pills, Sozodont, Pain Killer, and Owbridge's Lung Tonic are the chief articles so advertised. This form of advertisement has had the celebrity of producing a National Society (the National Society for Checking the Abuses of Public Advertising) organized for its suppression, and a bill is always being introduced into Parliament to stop it, but this has never passed the legisla-

ture. Sir Frederick Leighton grumbled in vain about the Carter and Beecham boards at a Royal Academy banquet.

Sample advertising has not been much used by our medicine proprietors, except in the case of Fraser's Sulphur Tablets (which made a big attempt, at the time very successful, on this line), until the present week, when the makers of a new preparation ("Rudd's Remedy") advertised in the London daily papers that for one day this medicine could be had for the asking at each of about fifty addresses—the addresses of selected retailers in all parts of London. I do not know how this has answered yet, but the people are neighbors of mine, and I shall probably hear about it and will tell you, if it turns out to be important.

A medicine advertising scheme which was at one time quite the thing of the day is the "Sequah" concern, a business worked on the "Indian Remedy" racket, with traveling salesmen in painted vans, and with a brass band and the usual paraphernalia of an open air selling scheme. The Inland Revenue Department sat down on this very suddenly and very hard, decreeing that patent medicines (for which a license has to be obtained in the county) can only be sold from the address of the licensee, and that a van is not an address. Still, a sale through the ordinary channels had been created, and still exists. for the goods; but the old company went into liquidation, and only last week the remnants of the business were bought up by a small but very practical syndicate of medicine proprietors, and I understand that there is to be some newspaper and pamphlet advertising done on it, which will probably wake up the latent demand, and set the business on its legs again.

LONDON, October 16, 1895.





URING the week of the Horse Show in New York the advertising columns of the local press show a decided preponderance of Horse Show headlines. Whether the advertised goods are horsey or not, they are made so, for the time being. We have Horse Show millinery, Horse Show eyeglasses and Horse Show everything else until one becomes tired of the thought of the stupid yearly exhibit, which is much less of a Horse Show than a Clothes Show.

AND speaking of horses, one's mind, by a natural association of ideas, turns to oats; the H. O. people are running a series of puzzle pictures in the daily papers, with several prize offers for the proper solution of the puzzle. The idea is quite good but shows a lack of originality in the use of those everlasting Brownies. Why doesn't some one start a rival species of little people and give us a rest on the B's?

FROM N. Snellenburg & Co., of Philadelphia, we have received several samples of half and quarter-page advertisements which appeared

simultaneously in the various local newspapers. These announcements, while descriptive of the same goods, were widely varied to suit the taste—or the supposed taste—of each paper's own particular class of readers; and the result was very satisfactory indeed to the advertisers. We cannot reproduce these advertisements, although we would like to.

THE Indiana Sentinel invariably contains something fresh in its advertising columns. We reproduce, with considerable reduction from the original, a good-looking advertisement of the Pettis Dry Goods Establishment. From another western paper, the Kansas City Star, we clip the following startling announcement:



prime requisite of good WALL PAPERING is tasty designs. I have them, and if you want some, it would be well to call soon, before some other

## MAN

gets them. The prices are 'way down; lower than they are elsewhere. If you can get the correct thing cheaper than elsewhere, and don't, delay may be expensive to you. I will guarantee that the paper will be properly



#### A TREMENDOUS EFFORT!



PettisDryGoodsCo.

A PIANO advertisement, appearing in the same paper, strikes us as being a good one by reason of its beautiful modesty—a quality rare, indeed, in piano advertising, but possessing winning powers of its own which are second to none. Here is the advertisement:

#### We Don't

#### **Know Everything**

About pianos. Do you? But we know we have a beautiful stock of goods, and are sure that you can not afford to buy a piano without first calling here and seeing what we have to offer. Remember that we sell

Hazelton,
Fischer and
New England.

Kansas City Piano Co.,

JACCARD, the jeweler, also of Kansas City, has a pleasing preface to his attractive announcement in the following lines:

### Your Confidence

Is the <u>one precious jewel</u> in our possession not for sale.

We gained it through years of earnest efforts in your midst, through INTEGRITY, through IIIGH GRADE goods, NEVER misrepresented, and through the LOWEST prices consistent with the high quality of the goods.



THE above cut is one of those being used by the Ceylon Tea Co. in the daily newspapers.

A very pretty heading to a recent Wanamaker ribbon advertisement is the one reproduced with this article.

THERE are numbers of new designs appearing everyday and the average of excellence is much higher than it has ever been before.

#### ART EXHIBIT versus FRAME DE-PARTMENT.

A LARGE department store in New York
City is advertising, in the daily papers,
"An Exhibit and Sale of Paintings."
The advertisement commences with a caution to
the public that the

"Art Galleries, SIXTH FLOOR, should not be confounded with the Picture and Frame Department on the MAIN FLOOR.

"Each is best of its kind—but they are of different kinds."

This is truly funny.

SUBSCRIBE for ART IN ADVERTISING. \$1,00 a year, in advance.







'he Sun is Rising

bringing with it a glorious message-WHAT IS IT? Watch and wonder-If you watch, you can't help wondering, and the full message may be the greatest wonder of all—There are prizes, money and some things some people count worth more than

money, to those who read the Message of the Sun's rays rightly. Watch every day's papers for



Mamma (breaking it gently) -"Ethel, your father has had a fit."
Ethel -"Ob, horrible" (nearly faints), Mamma-"Of economy, He says in future you must wash your own clothes with Methew-itrand Laundry Roap."
Ethel-"Ob, how nice!" (tinmediately re-

SOME CURRENT NEWSPAPER CUTS.

#### A DAY AT THE PRINTER'S.

ACT I.

OOD morning, Mr. Winthrop." "Good morning. What can I do for you?"

"You can't do a thing for me except to give me

that proof promised faithfully yesterday at noon." (Mr. Winthrop ought to color up and look confused Instead, he smiles blandly )

"Oh, yes! didn't you get it? Here, boy, what did you do with that proof for ART IN AD.?"

The boy, being well trained, and not wishing to walk out into the cold, cold world, promptly conveys the impression that the delay is entirely

owing to his remissness and receives a grateful smile in recognition.

"I'm very sorry, but boys will be boys, unfortunately. I'll have to see about him. We can't stand that sort of thing even if he is a boy. (To boy, savagely) Get me another proof right away. Will you wait or shall I send it?"

Even the look with which his proposition to "send it" is greeted does not worry Mr. Winthrop for a moment. No printer is ever worried by a little thing like that.

"I tell you what. If you'll promise to have it at the office by 3 o'clock that will do. It will also give you time to set the job up. (Sarcasm lost.) But remember, 3 o'clock sharp. And mind, there are two articles on the same subject. Send No. 1. Never mind No. 2. I don't want that till next month. Be sure now. It's No. 1 and not No. 2."

MR. WINTHROP.—All right. No. 1 it is.

#### Acr II.

Scene I.—Office ART IN AD. Time, 3.30 p.m. Man at Telephone.

CENTRAL.—What number, please?

MAN.-41144 Spring, quick.

VOICE at Telephone. - Hullo!

Man.—Is that you, Winthrop?

Voice.—Yep.

MAN.—Where's that proof for ART IN AD.?

Voice.—That what?

MAN.—That proof. Proof for ART IN AD. P r-o-o-f. The proof promised at 3 o'clock!

VOICE -Wait a minute.

Man waits.

VOICE.—Hullo, ART IN AD. Boy has just started with it. Be there in five minutes. Goodbye.

Scene II.—Same office, same man, same telephone. Ten minutes later. Enter boy with proof of article No. 2. Man rushes to the telephone.

CENTRAL. - What number?

Man.-41144 Spring !!!!

VOICE at Telephone -Hullo, Who's this?

MAN.-ART IN AD.-

Voice.—Boy's down there now. Sent the proof an hour ago.

Man.—Blankety, blank, blank. Blankety, blank, blank. What proof did you send?

VOICE.—Why, article No. 1. That's what you wanted, wasn't it?

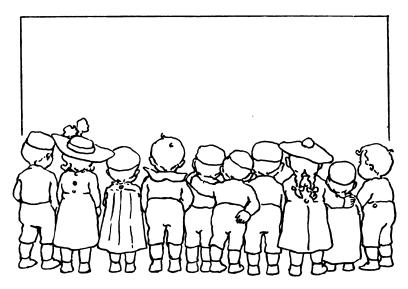
MAN (trying to be sarcastic).—No, I thought I did. I had an idea that I wanted No. 1, but I guess I was mistaken.

Voice(sharply).—Can't help what you thought. You shouldn't think. That's what you ordered, and I've got three witnesses to prove it. What do you want now—No. 2?

Man (wholly unequal to the occasion).—No. Only No. 1. I haven't any use for No. 2. I thought I told you so. I've got No. 2 all right. (Sweetly.) Many thanks. Very pleased. If it won't inconvenience you very much, will you kindly send me No. 1 in time for next fourth of July?

VOICE at Telephone.—Wh-r-r-r-r (ending with sound of a falling body).

CURTAIN.



ABOVE CUT, MORTISED \$1.00

#### THINGS WELL DONE.



FROM THE LITHOGRAPHED CHRISTMAS POSTER.

Taylor, we have received a copy of the Rookwood Pottery booklet, which rejoices in a very beautiful and original cover design printed in dull green. The title page is also very attractive, and the make-up of the book throughout highly creditable to the taste of its publishers—the Rookwood Pottery Company, of Cincinnati.

THE "Kellogg's Lists" pamphlet, bound in gold and labelled "Millions," is a striking bit of advertising.

"BACK LOGS FROM AROUND THE GREAT LAKES" is the odd title of a booklet issued by Chase & Sanborn (Boston, Montreal and Chicago). To the uninitiated, if such there be, it may be necessary to explain that Messrs. Chase & Sanborn are not engaged in the lumber business, but are importers of tea and coffee; their book is made up, largely, of testimonials, and illustrated throughout by half-tone cuts, most of which are very well done. The cover is in colors, the design on the back, however, being much better than that on the front.

Among the smaller booklets is one issued by

the Garland Stove people—those indefatigable advertisers—and entitled "Stoves and Sunshine," by Eugene Field. The poem commences as follows:

Prate ye who will, of so-called charms you find across the sea—

The land of stoves and sunshine is good enough for me!

I've done the grand for fourteen months in every foreign clime,

And I've learned a heap of learning, but I've shivered all the time;

And the biggest bit of wisdom I've acquired as I can see—

Is that which teaches that this land's the land of lands for me.

Now I am of opinion that a person should get some

Warmth in this present life of ours, not all in that to come:

So when Boreas blows his blast through country and through town,

Or when upon the muddy streets the stifling fog rolls down,

Go, guzzle in a pub, or plod some bleak malarious grove.

But let me toast my shrunken shanks beside some Yankee stove.

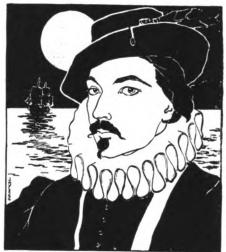
There are five or six additional verses and then follows, on the last page, the naïve "note" of the advertiser that "This would have been a splendid advertisement for 'Garland' Stoves and Ranges had Mr. Field used the word 'Garland' instead of 'Yankee' in the last line of second verse."

THE BISSELL CARPET SWEEPER Co. is sending out a number of folders and pamphlets in the interest of their holiday trade.

ONE of the best advertisements of recent appearance is that of the Royal Baking Powder, showing a good-looking fellow in cook's attire, holding up a can of the Royal B. P.

The Chicago *Times-Herald* sends out a miniature copy of itself, printed on coated paper. A neat bit of advertising if not altogether a new idea.

#### JOHN FISKE'S OLD VIRGINIA



#### ATLANTIC: DECEMBER

HOUGHTON, MIFFLIN & Co. show a very attractive December poster in behalf of the *Atlantic Monthly*. The poster is the work of Mr. J. M. Flagg, of New York, and is printed in two colors, brown and yellow.

FROM the New York Recorder comes a clever little device in the shape of a "sure-enough" cigar with a whistle attachment in one end. "You can smoke this cigar and whistle at the same time," says the inclosed card.

MARK, CROWELL & KIRKPATRICK are sending out a highly-colored hanger—a child's head and a very pretty one too, which will doubtless please their customers.

CARSON, PIRIE, SCOTT & Co. have a new catalogue with good pictures and a cover in clever imitation of the *Century's*.

FROM the P. C. Darrow Printing Co. of Chicago, we receive a few cards and folders, very neat in design and execution.

#### PERSONAL.

THE many friends of Mr. John H. Eggers, of the Winthrop Press (distinguished as the printers to ART IN ADVERTISING), will be pained to learn that he has lately suffered from a sudden attack of heart failure.

Mr. Eggers was reading over the last number of this entrancing publication. He has long been familiar with our custom of printing the leading advertisment under the caption of "The Star Ad. of the Month." It so happened that we reproduced the Buttermilk Soap man's ad, bad grammar and all, under the heading "The Star Cad of the Month " Mr. Eggers was reading the paper at home when his eye fell on this title. He immediately concluded that a horrible typographical error had occurred and visions of numberless libel suits arose before him. Great beads of cold perspiration stood out on his forehead, and Mr. Eggers enjoyed about as bad a quarter of an hour as a man well could and live. He at once dispatched a message of abject apology and humiliation for the awful blunder, and begged us to do whatever seemed right under the circumstances. There is no excuse for such carelessness, wrote Mr. Eggers, and I have none to offer.

After leaving him on the rack for a few hours we offered to compromise by deducting the entire bill as a contingency against future losses. It was not until all the compositors had been frightened out of a week's growth that some one unearthed our copy to prove that the error (?) was ours after all.

When Mr. Eggers was coolly informed that no error had occurred at all; that he had printed just what we wrote—

But let us not dwell on this painful scene.

Some changes have occurred in Newspaper. Row that are more or less sensational. Mr. W. C. Rieck, late managing editor of the Herald, goes to the Recorder. Mr. Alan Dale leaves the World to go to the Journal—not the Morning Journal any more. Mr. Richardson is circulation manager of the Journal. Mr. C. M. Palmer is fairly installed as business manager and will soon make himself felt in his new field.

The Journal, in its new owner's hands, promises to be a decent sort of a paper.

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#### A POET-LECTURER'S ADVERTISING.



ERYBODY knows that Will Carleton, the author of "Betsy and I are Out," and "Over the Hills to the Poorhouse," has written a considerable body of folk-verse

that appeals to those sentiments which make all the world akin. I call it folk-verse, not because it is legendary; but, because it falls within the appreciation of all capacities. An illiterate audience in which there was not a single person who could either read or write would perfectly well understand Carleton's poems, and would perceive at the correct points their humor and pathos.

As Molière is said to have read his plays first to his illiterate house-keeper, and afterwards observed that just where she laughed or wept, the subsequent audiences did, so Carleton finds that the plebeian folks to whom he reads, judge his productions as well as do his city patrons.

I am not, however, entering upon any criticism in saying this, but merely upon an explanation. And the explanation shows that there is probably no verse writer in the country who, by putting his verses on a lecture-string, can appeal to so many, and draw so large crowds to his entertainments as Carleton can.

At the same time, Mr. Carleton does not trust this fact alone; or, perhaps it is the lecture bureau that does not. Either he or it at any rate goes farther than the ordinary and stale methods of booming the poetic lecture. The town where he is to speak, to begin with, is profusely notified of his advent; his picture has a theatrically-made display; and notice follows notice so fast that no one can possibly forget the anticipated event. It is not known or supposed that he is to be present more than one evening—and a full house ensues. Nobody waits for the second night, as it is ostensibly now or next year, if you wish to hear him.

But the people are satisfied and are not unwilling to hear him again. So, not long after he leaves, the local papers, in long double-leaded advertisements, begin to herald his second appointment in the same town and hall for about a month ahead. And the excuse for his coming so soon is—to secure the completion of the poem which he read or a sequel to it, which

leaves the hero and heroine in a very unsatisfactory situation. At Poughkeepsie, a short time ago, this particular piece, which was delivered on the first night, was "The Vassar Girl," who, with her lover, was left upset in the Hudson River.

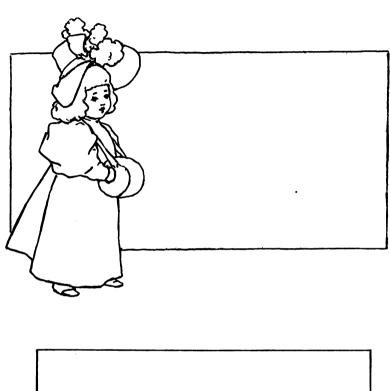
The new advertisements for the second poemlecture offer a prize of Carleton's entire works, worth \$14.00, to the local poet who will write a supplementary poem, getting these persons in the most handsome way and expression out of their predicament. A local committee is appointed to decide upon the best poem offered for this purpose. The poems are then read and adjudicated upon; when the happy laureate of the hour is announced and crowned by a presentation of the volumes referred to, by Carleton himself, at the close of his second lecture.

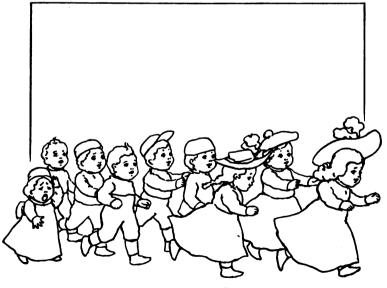
Of course everybody comes the second time from the double motive of entertainment and curiosity combined; and the lecturer's fame spreads from town to town. That the scheme does advertise mightily, and creates weeks of talk, shows that it is a bright and unique bid for publicity. But it is not adaptable to everyone who lectures—though one would suppose that, if Mark Twain had heard of it before he took his world's circuit of speaking, he might have utilized the idea, and duplicated his trip by re-traveling his journey in limited territorial sections.

Mr. Carleton also publishes not so much for itself, I imagine, as for advertising his poems and lectures, a little paper called *Everywhere*. It is modeled after a fashion of his own; and is attractively illustrated, each number containing a few of his own pieces in very pronounced style. It affords, I believe, a moderate space for other people's brief business announcements; but does not fail to strike with ability, industry and energy its dominant note.

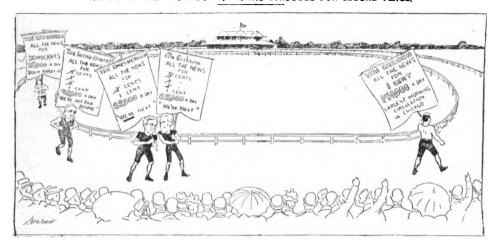
MAST, CROWELL & KIRKPATRICK invite the criticism of the truly pious by their adaptation, for advertising purposes, of "Tune No. 79" of the Moody and Sankey Gospel Hymns.

Subscribe for Art in Advertising; \$1.00 per year in advance.





#### THE NEWSPAPER "MARK-DOWN," or, THE STRUGGLE FOR SECOND PLACE.



#### THE NEWSPAPER WAR IN CHICAGO.

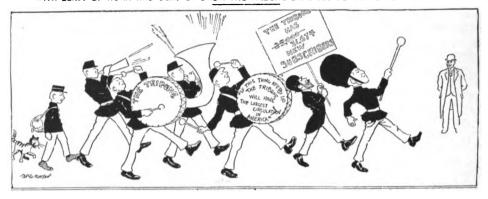
WITH characteristic energy the newspapers of Chicago have kicked up such a fuss among themselves over the late reduction in price that the attention of advertisers and newspaper men is now concentrated on that seat of war, to the utter exclusion of a similar situation in St. Louis. The Globe Demo-

crat and the Republic, to say nothing of the family row in the office of the Post Dispatch, are enjoying quite as much excitement in their way as their more vociferous neighbors in Chicago. But as usual the Chicago racket simply drowns everything else in sight.

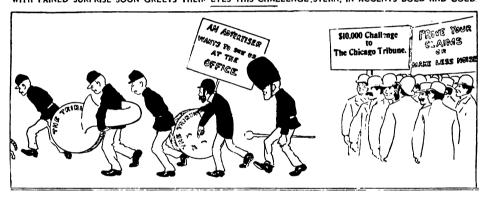
The principal interest is, of course, in the



WITH BLAST OF HORN AND BEAT OF DRUM THE TRIBUNE BAND SET FORTH TO RUN THE TOWN.



WITH PAINED SURPRISE SOON GREETS THEIR EYES THIS CHALLENGE STERN, IN ACCENTS BOLD-AND COLD.



THE AFFECTING FABLE OF THE FROG THAT TRIED TO BE AS LARGE AS AN OX



issue raised by the Tribune. The Tribune, the day after its cut in price, made the statement that it had gained in one day more than 25,000 new subscribers. The next day, referring to the same statement, which was promptly challenged by the Record, it said, "or to be exact the gain was 31,764."

This was a little more than Lawson could stand. So he boldly announces that he will pay 10,000 good dollars into the coffers of any charity which the Tribune will name, if the Tribune will convince the public that it isn't lying like sixty. These are not Lawson's exact words, but that's what he meant, anyhow.

Up to date the \$10,000 is still in the pockets of the publisher of the Record, and there seems no immediate prospect of its landing in the lap of any deserving charity. The Record is, of course, making the most of the situation, and it would seem that the Tribune is rather backward in coming forward. Our cartoons, taken from the Record, will give our readers an idea of how the thing strikes the Chicago people. There hasn't been quite so much fun in newspaperdom for quite a while, and further developments will be awaited with interest.

The Record is popular in Chicago in our opinion not so much because of its price but because of its general excellence as an all around good family newspaper. We think too much stress is laid on the fact of its being a one cent People generally associate a penny paper with the "rag-tag and bob-tail" element in the population whereas the Record is taken by the decent people in Chicago almost without exception. It does not cater to the semi-hysterical crowd affected by the average penny paper. It has no use for them and its contents would be a sealed book to a person with that sort of mind. Its correspondence from Washington is regarded by the craft as about well-nigh perfect. Its literary work is from the pen of the very best authors obtainable. The late Eugene Field was a sample of the kind of men Mr. Lawson liked to have around him. It sent a special correspondent to Japan to report on the prospects of American commerce after the war. These things are not the star doings of the paper but are simply in the line of its every day policy.

Something more is needed than a mere cut in price to steal the Record's circulation in Chicago,

#### CORRESPONDENCE.

LONDON, England. November 21, 1895,

To the Editor of ART IN ADVERTISING.

A NOVEL AD.

DEAR SIR: An article appeared in your October issue under the above heading (taken from the Buffalo Courier) to the effect that a curious slot machine may be found all over the great metropolis of London, England, and that the machine represented the anatomical parts of the human frame, with slots to represent all sorts of bodily complaints; that by dropping a penny in a slot in the forehead a prescription could be got for a headache, etc., etc.

The ad. is certainly novel if it exists, but notwithstanding the fact that I am a resident of the great metropolis in question, and take a keen interest in all matters relating to the mystic science and art of advertising, I have not yet had the pleasure of seeing one of the novel ads. referred to. Since I saw the article I have been on the alert to discover the curiosity mentioned by our American friend, but alas and alack, to no purpose. Perhaps the writer will enlighten me as to where the curiosity may be found.

Yours truly.

F. G

#### THE AFFECTING FABLE OF THE FROG THAT TRIED TO BE AS LARGE AS AN OX.

(SEE CARTOON.)

One day the younger frog strayed out from the marsh and saw a tremendous creature (THE RECORD CIRCULATION, 140,000). Being amazed at the size of this creature, he returned home and told his mother of what he had seen. She was greatly piqued to think that there was anything in the world larger than herself.

'Are you sure that it was even larger than

I?" she asked.

"Oh, quite sure," replied the younger frog, sorrowfully. "It was more than twice as large.

At this the elder frog took a deep breath and swelled herself out. "Was this RECORD CIR-CULATION larger than I, even when I get all this wind in me?

" Alas, yes."

Whereupon the mother expanded herself still more and asked: "Now am I not as large?"
"No, mother," replied the son.

The enraged frog then swelled herself until she was puffed out like a balloon, not with heft but with ozone (31,764 imaginary subscribers). "Look at me now," she demanded. "Do I

not seem as large?"

But the younger frog, weeping bitterly, exclaimed: "Forgive me, mother, but I must say you do not."

Being now frantic, the mother made another desperate effort to inhale more wind (fictitious subscribers) and thereupon exploded with a load

# Mutual Reserve Fund Life Home office: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, Founder F. A. BURNHAM. President

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

#### THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 14 rine total cost for the past 14 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,500 at ordinary life rates—the saving in the past to the past 14 years and 15 years and 15 years and 15 years are the saving in the past 15 years 15 year premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. DIVIDEND SAVEDIN

"A bird in hand is worth two in the bush."

**DOLLARS** SAVED IN PREMIUMS

The flutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of man-agement, has already saved its policyholders over forty million dollars in premiums.

MILLION DOLLARS SAVED IN PREMIUMS

"A bird in hand is worth two in the bush."

MUTUAL RESERVE BUILDING

#### 1881

#### THE ELOQUENCE OF RESULTS

1805

No. of POLICIES IN FORCE, over 100,000 no. of POLICIES IN PORCE, over interest income, annually, exceeds Bi-Nonthly income exceeds RESERVE Emergency Fund exceeds Death Claims paid, over New Business received in 1894, over INSURANCE IN FORCE exceeds \$135,000 800,000 3,633,000 23,000,000 81,000,000 300,000,000

#### **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.

A Great Holiday Number! The December \* Price, 10 cents. Cosmopolitan. This illustration from the December C O S M OPOLITA N The December Cosmopolitan, Price, 10 Cents.

Digitized by Price 10 Cents.

# The Cosmopolitan

## Magazine

FOR DECEMBER



contains from \$4000 to \$8000 more net cash advertising than was ever before published

THE VERY HIGHEST PINNACLE. in any magazine,

printed in any place,

in any country,

at any time,

at any price.



Digitized by GOOSIC

#### POPULAR MEDIUMS.

#### MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 8,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

#### Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

YNN ITEM. 13,000 daily. One-ninth cent per line per

#### Boston.

A MERICAN CITIZEN, Boston. Leading A. P. A. paper. 18,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

#### ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

#### ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alahama.

#### MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 3,000. Largest, most enterprising, third richest county in America.

#### COLORADO.—Denver.

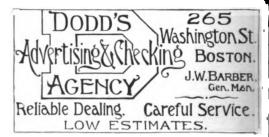
THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

#### CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

#### Advertising Experts.

"The best papers pay best. Write PARVIN'S ADVERTISING AGENCY, Cincinnati, O.



ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year, in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume IX., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

Address all communications to

ART IN ADVERTISING CO.
156 Fifth Avenue,

New York.

#### TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Вескwith, Eastern Agent, 48 Tribune Bldg., N. Y.

#### Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

#### NEW YORK.—Albany.

ALBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

#### New York City.

THE HARDWARE DEALER. A Magazine for Dealers, \$1.00 a year. Send for copy and rates.

D. T. MALLETT, Pub., B'way & Chambers St., N. Y.

#### PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION. Combined list of 65 Church MAGAZINES. 85,000 copies into the homes of good families. Phila., New York, Boston and Chicago Churches.

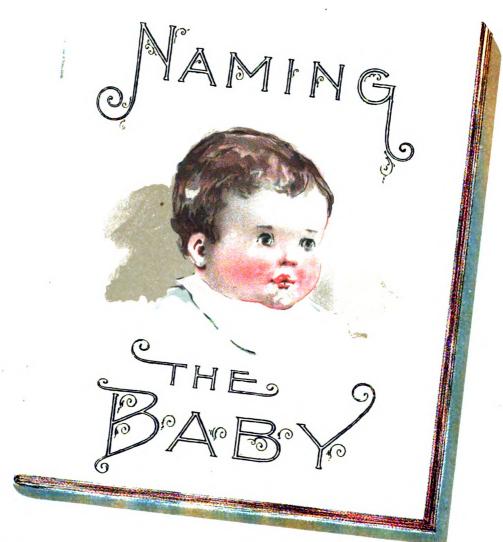
TABLE TALK, circulation 23,000. Best for Household Goods.

THE MEDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

#### OHIO.—Columbus.

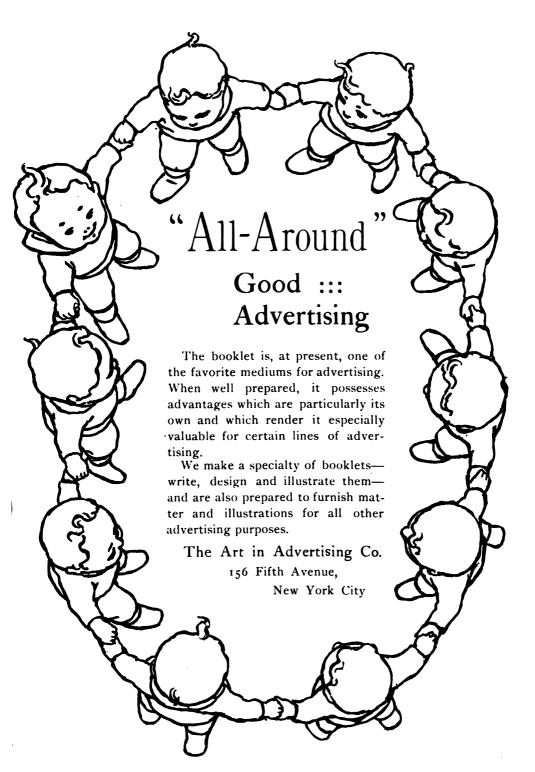
OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

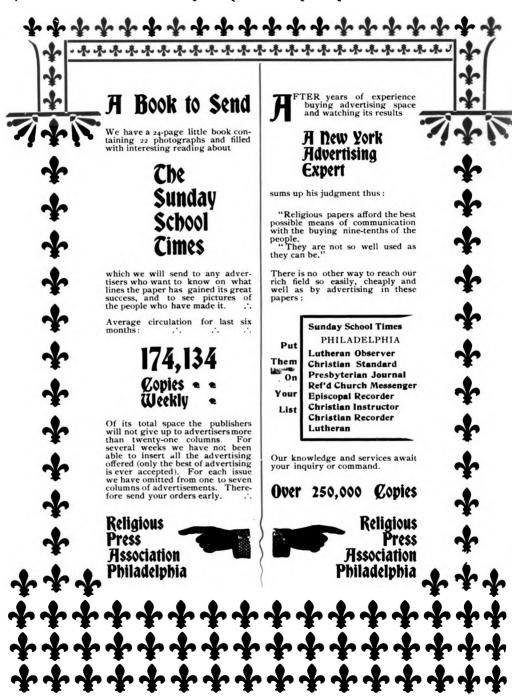




Cover of a pamphlet published by H.C. Brown for BEST & Co's., LILIPUTIAN BAZAAR, NEW YORK.
Illustrations, text & drawings original. Similar ideas on tap all the time. Orders received by cable, express, telephone or telegraph. 156 Fifth Ave., New York.

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# F. A. Flinn e e e

Paper Manufacturers'

For high Grade, Machine Finish, Super Sized and Calendered, and Enameled

# Book Papers

Also make a specialty of Deckle Edge
This is a specimen of my Enameled Book

32 Beekman St.

New York



All the leading styles in Chinchilla, Sable, Mink, Sealskin, Otter, Persian Lamb, Royal Ermine in stock or to order.

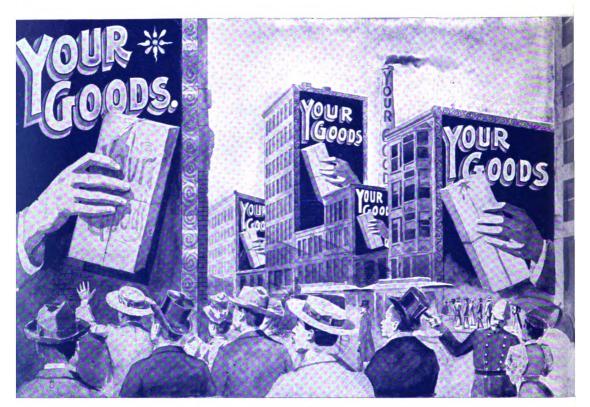
THE FINEST GOODS THE WORLD CAN PRODUCE AT LOWEST POSSIBLE PRICES

C. C. SHAYNE, Manufacturer

124-126 West 42d Street

Awarded highest prizes for Furs at World's Fair

Digitized by Google



THE

# **PROCLAMATION**

OF

#### "YOUR GOODS"

with paint in any market seems a simple enough proposition. ALL of any population must know and remember "Your Goods" constantly when same are placed in absolute, continuous command of the main streets of their city.

#### BUT here are three points for DEEPER THOUGHT

(1) The advertising effect that's in THE LOCATION OF THE DISPLAYS

(2) The advertising effect that's in HIGH GRADE OF SKILL IN THE WORK AND UNIFORMITY THEREOF

(3) The advertising effect that's in THE CONTINUED PROTECTION AGAINST MARAUDERS OF ALL SPACES PAINTED FOR YOU

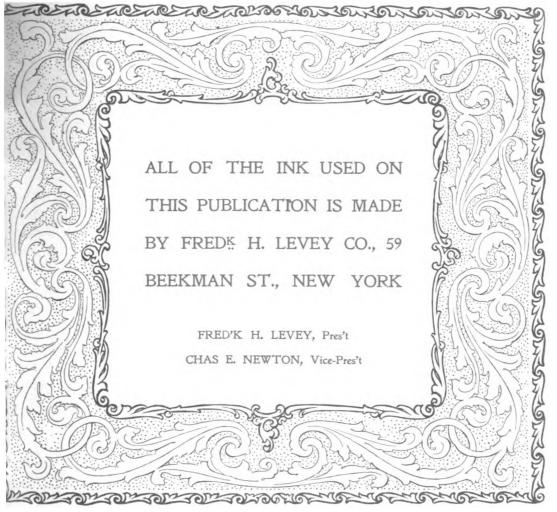
Upon these points no investigator can afford to take chances. A deliberate, intelligent investigation will reveal to any investor quite plainly WHY the ONLY CERTAINTY on these vital points is to be had through the Perfected Service of

#### THE R. J. GUNNING COMPANY

Executive Offices:
No. 289 Wabash Ave., Chicago

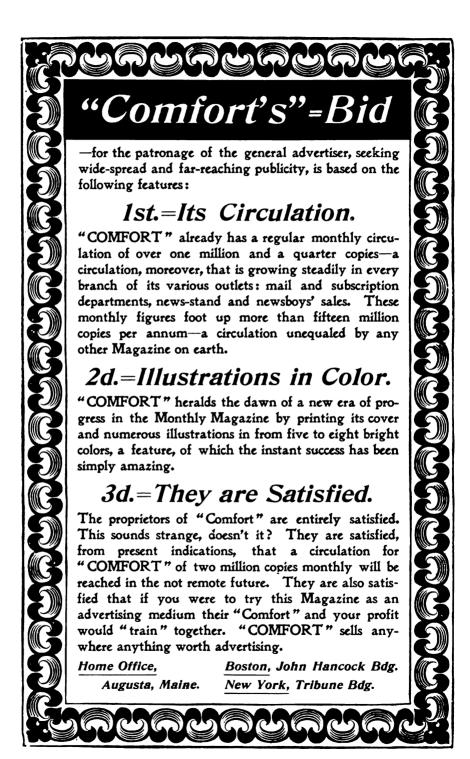
Permanent Display Advertisers





UBLISHED AT 156 FIFTH AVE., NEW YORK.

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Entered at the Post Office at New York as second-class matter.

VOL. X.

JANUARY, 1896.

No. 11.

Published by The Art in Advertising Co.

156 Fifth Avenue, New York.

Chicago Office, New York Life Building.

H. C. Brown, President.

Copyright. All rights reserved.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

A CQUAINTANCESHIP among the trade is the main asset of every salesman. On this he builds his business. Advertising makes acquaintances for a reliable article. You cannot do anything without acquaintances.

THERE isn't much good in advertising a worthless article. It may be an apparent success, but the ultimate result is loss.

THE fact that newspapers seldom advertise is no reason that it doesn't pay. The shoemaker's child goes barefoot, but the rest of mankind knows the virtue of shoes.

THE queer thing about publishers is the fact that they are full of arguments in favor of using their own mediums, but chary of using anyone else's for themselves. And yet all the great fortunes in publishing have been acquired as a direct result of advertising.

No wonder 90 per cent. of them are starving.

Why doesn't the Expert who makes so much money for others make a little for himself?

EVERY advertiser who, by reason of his superior taste and a determination to secure the best possible service, puts forth a high-class advertisement, does much to raise the standard of advertising generally. There are now, and always will be, a class of advertisers lacking sufficient brains to understand the difference between a good and bad advertisement. They could never by any chance be made to see that another man's announcements are far superior to their own—and they keep on in their dumb way, from one year's end to another.

But most advertisers are quick to note the shortcomings of their own advertisements, when contrasted with the better work of another advertiser, and they renew their efforts to secure more striking results.

Some advertisers among those best known, have attained, step by step, to their present enviable reputation for good work. Others, whom we can easily recall, seemed to strike the right track at the start, and have never erred on the side of poor taste or second-rate service. Good ideas, good writing, good illustration, good paper, good printing and good mediums, have given them a prestige, as good advertisers, which can come in no other way.

THE majority of advertisers fail chiefly because they are timid.

THE man who knows what he wants and goes after it as if it belonged to him, generally gets it

FRIENDSHIP in business costs more than rent, bad debts, insurance, clerk hire and carelessness.

ROBERT BONNER on being asked to indorse a note, replied with a check for the amount of the note he was asked to indorse. If you haven't the cash don't indorse. This little rule, if rigidly applied, will make you rich.

Most men make money in their own business and lose it in others'.

New concerns, new ventures, are usually possible through the existence of papa's money. If all men were born wise, the world would stop developing. Idiocy has a great place in the Creator's general plan.

ABILITY is sometimes found without proper direction. Steam is valueless floating in the air, but properly confined can move mountains.

ADVERTISING as a means to an end, is the proper valuation to put in it. Experts, agents, advertising papers and all else to the contrary notwithstanding, it is after all only a means to an end.

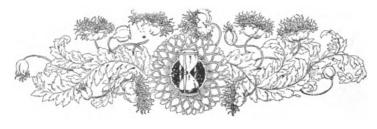
One begins to wonder where all this goodnatured competition between advertisers will
end. Every season has shown better and more
elaborate advertising than the last, until now it
seems as though the limit of originality must be
very near at hand. The demand for ideas is
lively, and good ideas are scarce. The
"expert" will tell you a different story; he will
assure you that he keeps a large and magnificent
supply of originality always on tap—but you will
be justified in accepting such assertion with a
degree of suspicion. The expert is digging for
ideas, these days; he is going for them with
pick and shovel, same as ordinary people do.

and the nuggets are few and far between. But an idea is none the less valuable for lacking the quality of spontaneity; those that "come hard" are just as likely to be marketable.

In everyday life the homely girl is able to hold her own with astonishing success, but for advertising purposes she is N. G. Her photograph in one of your X. Y. Z. corsets would kill the business. She couldn't sell your dress-braid or humped hooks and eyes to save her life, and she might smile and smile till the end of time to show what your tooth powder had done for her teeth, and nobody would notice her or care anything about your tooth powder. Therefore, my friend, it behooves you, in selecting a girl to pose in your advertisements, to make sure that she is a good-looker-a girl who can impress the public with the idea that every woman who uses your baking powder or bicycles, or dress linings, or whatever you advertise, will be just as handsome and bewitching as she is.

We are prone to find fault with the too-familiar "ad.," but there is no denying the fact that it makes more friends than enemies. The sort of woman who chats of her family affairs to the clerks who serve her, and who allows said clerks to dictate to her in the matter of choice, and who accepts their opinions regarding her complexion, figure, etc., is not likely to see anything out of the way in the firm's familiar advertisement. And this woman constitutes a large majority of the shopping public.

IN December ART IN ADVERTISING, on page 402, a statement was made that the Campbell Printing Press Co. had made a combination with the Babcock Co. This should have read that the combination was made with the Potter Printing Co.





T the time of our going to press last month, the local advertisers were adapting their announcements to the requirements, or the assumed requirements, of the Horse Show, then in progress. At present there is nothing but holiday goods on the market. There are few lines of business which cannot offer some suggestion to the holiday shopper. The plumber perhaps is one of the exceptions; there might possibly be a crank somewhere or other, who would offer his family a new set of drain pipes by way of a Christmas gift, or order a new kitchen boiler, or a bath-tub put in, but, as a rule, the plumber and the hardware dealer, and a few more of their kind, are not in it "very largely" at Christmas time.

This is the season of seasons for the fancy goods dealer, the jeweler, silversmith confectioner, toy shop and book store people. The newspapers are loaded to the muzzle with advertisements of holiday goods.

## SOMETHING NEW FROM SANTA CLAUS.

The Good Old Gentleman Has Something More Useful Than Toys This Christmas:

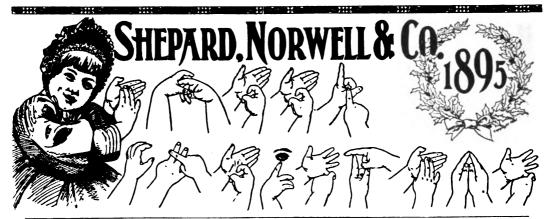


EXCEPT in the New York dailies, there is an unusual display of holiday cuts, some of them particularly good. Santa Claus is the most important personage above deck, and is portrayed in the regulation manner.

One of the best Santa Claus cuts is used by the Kansas City Star in advertising the Encyclopedia Britannica. We reproduce the drawing in miniature.

In the papers that have issued special holiday editions some of the advertisements are immense. The Buffalo Illustrated Express, which comes out with a well-printed colored supplement, carries a lot of good advertising matter. Among the firms represented are D. E. Morgan, Son and Allen Co. (a curious combination by the way), "The Globe," clothiers; Peter Paul Book Company, Flint & Kent, dry goods; Hersee & Co., furniture; J. N. Adam & Co., fancy goods; Barnes, Hengerer & Co. (everything); H: Kleinhaus & Co., clothing, etc.; Warner & Bros., merchant tailors; Faul & Sons, furs; Georger & Co., furs; J. H. Ullenbruch, jewelry; The Harper Furniture Company, H. B. Dickinson, ladies' outfitters, and Rung Bros., furniture.

THE Scranton Republican issued a tremendous paper on the 14th. In this the advertisers are One page is devoted entirely well to the front. to the announcements of carriage-makers, veterinaries, manufacturers of liveries, etc. The Dickson Brewing Company holds one half page and E. Robinson's Sons, brewers, another -both good advertisements of their kind. Lebeck & Corin, dry goods, occupy two columns to good advantage, and there are other large spaces occupied respectively by Gunster & Forsyth, ranges, heaters, etc.; Casey Bros., liquor deal, ers; E. C. Ricker's Music House, The Lackawanna Trust & Safe Deposit Company, Beidleman the Bookman, Rexford the Jeweler, The



The Baby Hands Extend to One and All a "Merry Christmas."

FROM A BOSTON AD.

"Bell" Department Store, Connolly & Wallace, gloves, and C. L. Bell, builder.

THE Sunday Tribune of Minneapolis issued a sixty-eight-page holiday edition which contained some striking advertisements. Donaldson, of Northwestern Department Store fame, occupies the two inside pages of the colored supplement with strong effect. This house has also a page in another part of the paper. The back page is devoted to an announcement of the Northern Steamship Company, a very artistic bit of advertising.

The Century Piano Company uses a full page in black and white. Altman's Clothing House has a striking double page. There are good full pages by the New England Furniture and Carpet Company, Mannheimer Bros., dry goods; the St. Paul Dispatch; L. N. Scott, general advertiser (Metropolitan Opera House); the Chicago Times-Herald; the Minneapolis and St. Louis Railroad Company, the St. Paul and Duluth R. R., Pillsbury's Best Flour and the Chicago Great Western R. R.

A feature of this edition of the *Tribune* is the advertising of various public buildings and their tenants, each occupying a page, the Lumber Exchange, the New York Life, Guarantee Loan, Bank of Commerce and Temple Court.

Olson's "Big Store" has a double-page

announcement, and is furthermore exploited in another double page, showing portraits of a number of the ladies of Minneapolis—and giving beneath each portrait the fair original's name and her kindly word for Olson's "Big Store." This is novel advertising with a vengeance.

Among the advertisements occupying less than a page of space may be mentioned, E. Albrecht & Sons, furs; Browning, King & Co., men's wear; Boutell Bros., furniture; the Palace Clothing House and "Thei Plymouth," dry goods, furs, etc.

THE New York fournal's campaign of local advertising has been very vigorous and effective. Some of their posters were exceedingly taking and they promise to keep it up right along. They are going to branch out in another direction for advertising now, and will distribute throughout the city one thousand stands for dealers. The stands are very strongly built, and painted a brilliant red, and handsomely lettered. There will be a bulletin board at the back, on which a handsome colored poster will be pasted each week, giving the features of Sunday's issue.

It has been stated on good authority that the Journal has not been able to print the number of copies ordered lately, and arrangements have



A JOURNAL POSTER.

been made for immediately increasing the Temporary press rooms have been taken on the corner of Ann and William streets, and Hoe is almost ready to deliver a new quadruple press. Two sextuples and a color press are under way. The 100,000 mark has already been reached.

THE CHICAGO Evening Post is naturally and excusably a little proud of the fact that it has been printing more publishers' announcements than any other paper in that field. This, together with the fact that it is practically the only twocent paper in Chicago now, and claims increasing circulation since the general cut, speaks well for the character of its circulation.

THE Allahabad Pioneer, the principal journal of British India, and the one on which Rudyard Kipling began his literary career, recently contained a paragraph in the "want" columns as follows: "Situation wanted as snake-charmer in respectable family, P. S.-No objection to looking after the camel."

COLONEL SINGERLY, of the Philadelphia Record, makes the interesting statement that it is the

rule in his office not to go out after local business on stormy days when it would not pay advertisers to put their announcements in the Record.

This is an idea that might be acted upon to advantage in more offices than the Record. By the same token some publishers could make the rule apply also to fair weather.

The ridiculous and the pathetic come in close juxtaposition in the window of a Ninth avenue undertaker who displays among other funeral emblems a clock, made of immortelles. It is the ordinary type of kitchen clock, with a semi-circular dome rising above the face and the pendulum swinging below. The standard of the time-piece bears the inscription, in purple letters on a white ground, "The Sad Hour." This lugubrious conceit finds favor with West Side mourners, the point of the illusion being furnished by the arrangement of the hands, so as to indicate the precise moment of dissolution .- N. Y. Tribune.

# Last Call Before Christmas!

Everybody Take Advantage of the Big Reduction.

Prices reduced to close out the balance of Holiday Goods. Everything in Holiday Furniture left unsold unsold must go with a rush. We do not want to carry over any stock to inventory.



Prices stabbed, slashed and cut A great line of fancy articles left.

Deaks, \$4 to \$75. Fancy Tables, 75c to \$100 Parlor Cabinets, \$5 to \$75.
All kinds of Rockers, \$1.50 to \$30. Dining Room Furniture. Chamber Furniture.

Em

Parlor Suites



Combination Cases, nets, Book Cases, Mirrors, Morris Chairs in Corduroy, Leather Couches and Chairs, Corduroy Couches, Brass and Iron Bedsteads, fancv Bureaus in Everything left

at almost any price. Don't delay. Open Even-

Fine Electric Lights, Elevators

Music

HERSEE & CO 247 to 255 Ellicott St. We Pay Freight. Send for Catalogue.

Digitized by Google

In its issue of Sunday, December 22, the Dallas News prints a two-page ad. of a local furniture house, which is rather unique. The ad. covers the two inside pages in the center of an eight-page form, and runs across the two pages without a break, making the largest single ad. we have ever seen in a daily paper.

As usual, the *News* has a handsome show of business, both local and general, and its issue of December 22 is of the sort which makes glad the hearts of the boys in the business department.

THE business office of the Troy Budget is decorated in rather unique fashion. The walls are covered with matrices, which are coated with a patent varnish, which, bringing out their natural color, gives them the appearance of old ivory. For a border, the headings of all the newspapers on the Budget's exchange list, together with the covers of all the magazines that come to the office, have been pressed into service, and form a border eighteen inches wide. There are some four hundred headings of newspapers and title covers of magazines, one of each publication, and they constitute an instructive and entertaining object lesson in journalism. Almost every city in America, with the leading ones in Europe, are represented.

The Budget has recently had great additions made to its mechanical equipment. It is now supplied with most of the modern requisites of a metropolitan daily, and shows great improvement in appearance as a consequence. The improvements include a plant of linotypes, a Scott stereotype perfecting press, and full equipment for making its own illustrations, from the artists who make the drawings to the stereotypers.

The real student of advertising knows there are possibilities everywhere and in everything. The sign on his store front, the appearance of his building, the locality, the style of his stationery, the personal appearance of the proprietor and his employees, their deportment, manners and courtesy, the tone of a letter, the style of a hand-writing, the use of a typewriter, in fact anything and everything that is at all likely to create interest, excite attention, or occasion comment, is an advertisement, and a good advertisement at that. —Bill-Beard Advertising.

A SERIOUS block occurred in the lower part of Broadway the other day which pretty nearly put a stop to traffic on that world's greatest thoroughfare. And all through an ad.!

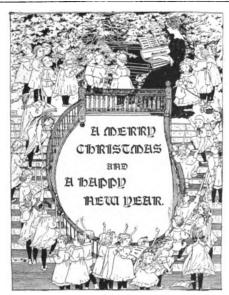
Pedestrians were attracted by a great crush of people, both male and female, in the vicinity of Cortlandt street. The presence of half a dozen or more of New York's stalwart "Broadway Squad," whose bulky forms towered over the heads of the surging multitude, made it appear that something serious had surely happened. People walking either up or down on the east side of the street were met by a solid mass of humanity which successfully resisted any effort at penetration and compelled a retreat to the car track or the other side of the thoroughfare. Even here the curb was thickly lined with curious onlookers each eager to inquire of his neighbor what was the matter. Had the deadly cable claimed another victim? Was there a serious "run" on any of the numerous banks in the neighborhood? Or had there been another big diamond robbery on the "Lane?" None of these things explained the crowd, and we venture to say that none of them would have gathered half the multitude which was here congregated as the result of one small ad. On closer investigation it was found that the police were endeavoring, with fair success, to bring the multitude to order, and that it was the desire of the collected hosts to force their way into a basement shop. Finally the police succeeded in forming a line which was made up of people of all ages, classes, sex and color, and extended from the interior of the shop clear to the end of the block and well down Maiden lane toward Nassau street. And all these people were bent upon taking advantage of a "bargain" in fountain pens "for one day only" advertised the day before.

Surely here was an example of the power of advertising. What an object lesson it would have furnished had some of our advertising people been able to bring their timid customers to witness this clamoring multitude.

> A careless old man from Mt. Holly Stepped gayly ahead of a trolley, And tied up the line, Till a quarter-past nine, Did you ever hear tell of such folly.



# THINGS WELL DONE.



Grand and Upright Pianos. LISZT, CHURCH, CHAPEL, AND PARLOR ORGANS. STANDARD INSTRUMENTS.

Mason & Hamlin Co.

Boston.

New York

Chicago.

ME (San Francisco) American Biscuit Com-PANY's catalogue is calculated to make a man hungry between meals. Almost two hundred and fifty varieties of biscuits or crackers, and all of them possessing appetizing names except one; we object to "caterpillars" as an article of diet, and would suggest that the special dainty which is so designated be re-christened. This company's advertising is always cleverly prepared.

THE NUBIAN "Best Black on Earth" advertisers send us a circular which, they frankly own, possesses no literary or artistic attractions whatever; they wish only to impress us with the fact that they make the B. B. on E., and are "willing to back the assertion with every dollar they can borrow."

FROM W. Atlee Burpee & Co. we have received a framed copy of their new painting, Sweet

This is a brilliant bit of color work and a faithful rendering of the dainty subject.

THE De Long Hook and Eye people have a clever idea in their card showing an old fellow, presumably a peddler, going up the road with a knapsack on his back and looking over his shoulder to tell us there's something inside the bag for us. Investigation brings to light a sample of the famous hook and eye.

From the Bates-Whitman Company and the Lotus Press, respectively, we have received copies of Mr. Charles Austin Bates's handsome book entitled "Successful Insurance Advertising." The cover design and make up of the book throughout is very attractive, and reflects great credit upon both author and printer.

THE American Type Founder's Company has issued a very handsome 50-page booklet in the interest of Gally's Universal Press. The embossed cover is very dainty and artistic, and the make-up of the book in every way excellent.



THIS IS THE FAMOUS HOOK AND EYE THAT CAUGHT MY MAMMA'S FANCY; SHE SAYS THE WAY IT HOLDS IS LIKE-I'LL SPELL IT: "NEC-RO-MAN-See that

The DeLong Hook and Eye.

Send two cents in stamps for New Mother Goose book in colors, to Richardson & DeLong Bros., Philadelphia.



A look at SUNLIGHT SOAP
will convince you of its clearness, its sweetness, its purity.
You have only to use it once in your laundry to know
that it washes clothes with the least labor, and leaves
them uninjured and white as snow.

Makes Home Brighter
SUNLIGHT SOAP



In old times men used their power of painting to show the objects of their faith, in later times they used the objects of their faith to show their power of painting.—RUSKIN.

It is profitable to have faith in the power of PATTON'S PAINT. It saves time and labor because of its great covering capacity. It's more economical because of its marvelous durability. Rain or shine, it neither blisters, peels nor fades.

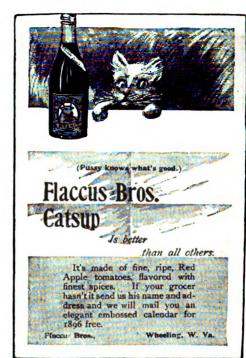
# PATTON'S LIQUID PAINT

is the only paint fully guaranteed.

Beware of pure "white lead paint."

31.50 per galton. Freight paid to any R R station east of Denver A booklet "How to Increase the size of your Home (with paint)," free for the asking, or 18 netural combinations of proper bours coloring for lour 2 ct. stamps of free from our agents.

JAS. E. PATTON CO., Milwaukee, U. S. A.







# BARNES BICYCLES The Barnes White Flyer is a Popular and Trustworthy Mount. It can boast of more novel features than any other machine on wheels. There are OTHER bicycles, but only one BARNES. =Catalogue Free== THE BARNES CYCLE CO.,

RACUSE N.Y.







on all roads, in all weath-Confidence er and under all conditions can be placed in the bicycle that is encircled with Vim

Of course they are FAST and that is why the crack riders all have

-Enough said It's the pebble tread

Woven Hose Boston & Rubber

New York Chicago Cleveland Denver San Francisco

# PERSONAL.

RANK G. FULGRAPH, one of the leading men in the American Lithographic Company, has left that show and is now starring for himself under the management of Julius Bien & Co. The rest of the hamfatters in the Trust gave Fully a little dinner and told him how sorry they were to lose him. Joe Knapp let go a few tears when he said, "Goodby, Frank, you're the best man I ever had"—and then pulled back the tears for future use.

Fulgraph will now take the road with his new play entitled "Doin' the Trust," in which he will be ably supported by Butler Griffiths, Joe Kerr, Fatty Lynch, Johnson, Brown, Cowie and others.

MR. H. D. LA COSTE, who is well and favorably known among the advertisers of the East, and especially in New York City, has been appointed Eastern representative of the Daily. Tri-Weekly, and Weekly News, with offices at 38 Park Row.

# A CAREFUL CHOICE.

66 C Emma Jane is goin' to hev a pianner, is she? Hev you made yer s'lection yet?"
"Well, no, I can't say as we hev, ezackly; we're jes' lookin' around."

"Her paw, he favors the Ivories and Pound, some, jes' because its ben on the barn roof so long—goin' on five years, now, an' freshened up ev'ry spring. But lands o' goodness, there's plenty pianners besides that un, I tell him, an' we hadn't oughter choose in such a hurry."

"You're right, Miss Beasley; you want to be sure an' git the worth o' yer money."

"Yes, that's what I tell Hiram. Now, there uster be a pianner on Briggs's woodshed that I liked purty well, the Mason-Hammerin. But I dunno; Mis' Jones she got a Everatit las' year—the one you see on ole Dank's corn crib, an' she seems to think a heap of it. An' then there's the Coleby gals up to Spriggville, they got a Knobby pianner—that's the one on Skinner's hog-pen. 'Taint ben ther long, but mebbe you've seen it? Howsomedever, before we buy we're goin' to look 'round consider'ble; Hiram sez ther's a insterment out on the Jayville road that

he'd like ter hev me see—its jes' ben put up lately on Jones's cider press, an' I reckon we'll drive out ther some day, 'fore long, an' look at it. I'm bound to git a good pianner if it takes all summer."

FEW ideas in advertising are what are wanted, and when a man strikes a new idea and works it right it ought to tell. The day of the "sandwich" man is past and gone, and he is not seen on our crowded thoroughfares as he used to be. Even the grotesquely dressed man who was wont to make the curious turn as he passed, only to be met by a glaring advertisement displayed somewhere on his back, is now but rarely seen. All these things have their day. If they are good they are largely imitated, the novelty wears off, they cease to attract attention and are abandoned. Most habitués of Broadway of some years ago will remember the tall darky dressed in extravagant exaggeration of the prevailing fashion, with an immensely high collar, but no evidence of advertising display except a modest sign painted on the back of his collar Where is he now?"



OLD LADY (sternly)—Cold! Why you're wearing a coat as good as my husband's. Melton, ain't it?

BEGGAR (reproachfully)—Meltin, Ma'am! I should say not. Dis coat's an Irish Freeze.



# MARKS ARNHEIM.

R. MARKS ARNHEIM, whose portrait is here given, is an example of the successful retail merchant of New York. He conducts one of the largest tailoring establishments in the country, and the business occupies the whole of a handsome five-story building on the corner of Broadway and Ninth street, which he erected for his own use last year. Mr. Arnheim combines in his nature the qualities of a pushing, "hustling" and always energetic man of business, and a suave considerate gentleman. His employees will tell you that he is never too busy to give them proper consideration, and that he is uniformly courteous in his manner toward them.

Mr. Arnheim is fond of travel, and "goes in" somewhat for horses. He is a director in the Monmouth Horse Association, and a member of various clubs. He is credited with a comfortable fortune, and dispenses liberally to charity.

Mr. Arnheim believes thoroughly in the potent power of printers' ink, and does some good and very effective advertising. He appreciates, and is quick to discover, a really good thing in the way of advertising opportunity, and does not hesitate to take advantage of it.

ALL the big business in an advertising way seems to have stopped off at Philadelphia.

AYER & Son are said to have booked more than a million and a quarter last month.

A NEW idea in signs attracted attention in the window of a Broadway drug store, recently, and similar signs are likely to be seen elsewhere, as it was advertising a patent medicine.

The principal line of lettering in this sign—the name of the article advertised—was in letters formed of fine transparent glass tubing, and a border around the whole sign was made of a double row of the same tubing. By some mechanical means, invisible in front, colored liquids were forced through these tubes, and kept constantly flowing along in one direction. The liquids were separated at irregular intervals by air spaces, which showed white, and made it possible to discern the flowing movement. The effect of the various colors in constant motion was attractive and novel. We have seen this glass tube idea used in other ways, but never before in lettering on a sign. In the case under consideration, it was particularly appropriate, as the article advertised is supposed to be a life-giving tonic, and the flowing liquid easily suggested the circulation of the blood through the veins and arteries of the system. latter idea would have been more strongly brought out, had the liquids been blood red.

In the city of Leipzig the shops are all closed from twelve to two o'clock every day; dinner, digestion and after-dinner-nap are not to be disturbed by business; this is perhaps just a trifle too slow, but has its rational and comfortable side still.

THERE is a jeweler in Germany who has a gruesome advertisement in the shape of a large clock displayed in his window. In the base of the clock are a number of small skulls, thigh bones, arms, etc. In short every bone in the human body can be seen on that pile. As the clock strikes one, several wires move and presently a complete skeleton is evolved from the mass of bones, which moves forward and strikes one blow on the gong. At two o'clock, a corresponding number of skeletons are produced in the same manner.

THERE is one doctor in New York City who evidently doesn't believe in hiding his light under the bushel of professional conservatism. He is located in a prosperous quarter of the city,

and by way of introducing himself to the neighborhood sends to each house, or apartment, a small envelope bearing on its face the words "Please open carefully," and in one corner the name and address of sender. The recipient, observing the M.D. attachment, imagines he is being treated to a powder until investigation brings to light a neat business card.

THE editor of a small monthly technical journal published in New York tells a pretty good story, when in a particularly confidential mood, the point of which is at his own expense. It is to the effect that soon after assuming editorial control of the journal he was a little "hard up" for copy, and among other borrowed things reprinted a rather good technical article from an English exchange, being very careful to give his esteemed contemporary full credit. months after this he met the editor of a rival publication of another city at a convention, and his chagrin may be imagined when he was informed by his friendly competitor that the article borrowed from the Englishman had been originally printed in his own journal some months before, which the foreigner had stolen without credit, in a way some foreigners have, and he had taken it innocently enough because he had not read over the issues of his own paper prior to his incumbency. Think of his reprinting his own article and giving the cribber credit, and think of his mortification at being told of it by the other fellow!

THE SAN FRANCISCO Book and Newsdealer is easily the most important organ of the trade which it represents. We have sometimes thought its apparent candor could not be substantiated if called on for proof, but at the same time we may be mistaken. However, here is an item which will do for a test case:

The Canada Bookseller and Stationer hears that monster Munsey, he of the unnaturally large zygoma, is to send out a five-cent magazine. That would be a good way for him to unload the untold millions of his ten-cent success which have been returned. Out 'Frisco way the dealers case and ship them to him by freight—the rate being cheaper far than by mail, and when it is a matter of tons that cuts a big figure.

Mr. Price may not be aware of it, but his statement that *Munsey's Magazine* is returned from the Pacific Coast by ton-loads is mighty

interesting reading for the average advertiser. There is nothing funny in a rate of \$500 per page for junk-shop circulation.

Either Mr. Price can produce facts, figures and dates to prove his case or admit that he is a contemptible little liar.

The idea of a daily paper, a weekly review and a monthly magazine in every home, is a noble inspiration; accomplished, a world of good would result, but it is only accomplished when business methods are employed; it can only be brought about in the one natural way, and that way is the close adherence to the business law, that the cheapening of the selling price of an article increases its use. It is because newspapers are cheap that so many of them are read and it is because of the increased revenue from advertising that newspapers are so cheap. Some one has argued from this fact that the reader who gets the advantage of cheap papers is morally bound to give a share of his attention to the advertisements in them. The argument is ingenious, but it hardly holds.

And yet every reader of papers owes it to himself to notice with some care the advertisements the papers print. Every reader does notice them unconsciously, more or less, but the careful reader often finds in them as much instruction, entertainment and profit as he does in the other columns of the paper.

In America there is about \$200,000,000 spent in advertising every year. Do you think this could be kept up year after year, and not only kept up, but constantly increased, if advertisements were not profitable to the purchaser? It costs an immense amount of money to advertise extensively; no business concern could or would long keep it up unless it pays, and no advertisement can pay the advertiser unless it also pays the reader. Value for value is the rule that must finally obtain in all transactions; you may fool the people now and then, but it is the man who gives full value for what he receives who wins permanent prosperity.

The mere fact that men continue to advertise year after year, is sufficient proof that the reader of advertisements finds such reading profitable.

No one pretends, however, that the art of advertising has yet reached a state of perfection; there is room for improvement always.—Farm News.

THE ROBERT BURNS cigar sign, now running in the cable cars, is open to criticism. The man in the moon, who is engaged in smoking an R. B., puffs the smoke directly into the face of old Sol, just over him. The latter wears an expression of disgust which might have been called forth by the proximity of a Bowery "two-fer-a," but which is calculated to cast suspicion upon the muchly-advertised R. B. article.

Why not change the expression of the sun's face and make him look as if he *enjoyed* the situation?



# MAKE IT INTERESTING.

By JOEL BENTON.

THERE was a period in newspaper making, which comes down to the memories of very young men, when the pages devoted to advertising were usually regarded by the average reader as so much waste space, so far as his interest was concerned. He might glance at them and read an announcement casually, here and there, but his time with the paper was practically ended when the "reading matter" was sufficiently perused or gone through with.

I am speaking of the "average reader" since he represented nearly the whole subscription list The class which he did not represent, which were few in numbers, were the few who looked for bargains, or who wished to learn where some particular thing could be found.

Specialists, too, there were, such as the men looking for ships to come in; the real estate men, the investor, and so forth. Something depended on whether it was a country or city paper as to the kinds and variety of its advertising readers.

But we have arrived within twenty years almost to a different day. There is no intelligent reader now—in fact, there is hardly a reader of any kind, who sequestrates himself upon a portion or tract of the newspaper or periodical; for there is no longer any entirely dry or arid territory in it. He knows that he would miss something which it would be a loss not to see if he should dismiss the advertisers' pages.

Though he may not want the articles exploited, nor, in fact, need at the moment, to make any purchase for some time in advance, he is now compelled to listen to the advertiser's story, because it is well pictured and well told.

He takes up a modern magazine, and he finds it twice as thick as it ever was before. Though he may grumble at the bulk of it, or may make believe he is burdened by it, he is sure not to skip the *obiter dicta*—the matter which surrounds the literary contents.

Why, there is matter there that is "literary contents." What are the "write-ups" of a town, or a piano, or a business college, or some

other periodical not quite in the field of the one in which the "write-up" goes—all put in the reading page type and illustrated—but something which appeals to a refined and literary appreciation?

And then there are cuts and borders of very great attractiveness, which belong wholly to the modern era; pictures curious, that one may study or be amused over, or that tell a story, or that turn a moral as pat as an epigram; and some that are decorative, or that fall purely in the domain of art. There art inserts often, and differentiated and colored leaves that the reader cannot pass by; for they fairly take him by the buttonhole or fix his eye in "Ancient Mariner" fashion, so that he must look or listen whether he will or not.

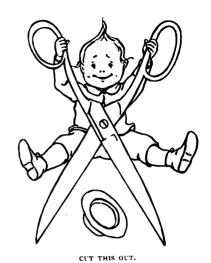
It is not going beyond reason then to say that the old line between the "reading matter" and the advertisements has been moved further than has the Venezuela boundary line. It has, in fact, almost been effaced. The advertiser has at last become interesting, and he often attains literary effect. So long as he interests he will draw attention, and through this lies the road to publicity and business fame.

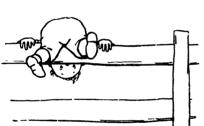
I should say in view of this, that the secret of a well-made advertisement can be summed up in the comment, that it be interesting. You may take many ways to secure this end—for art will aid you, and typography and display, which are helped by art ideas, will re-enforce the very words you use to profitable results.

One of the great benefits of the rise and idealization of the poster will be the value and dignity it puts upon advertising. Day & Martins's Blacking went as high as the pyramids; but the modern end-of-the-century poster is likely to go—without a pun being here intended—into posterity's scrap-books. It is already intensely interesting, and we see sets of posters now grouped together, and advertised for their esthetic effect, before their business purpose has grown cold.

Perhaps the poster, more than anything else as yet—which has a business aim, has caught the secret of captivation.

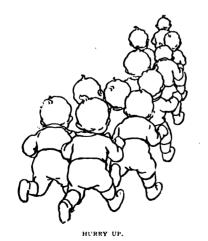






A GOOD TURN.







ABOVE CUTS 50 CTS. EACH.

# ADVERTISING A BAKERY.

THERE is a certain town of some ten or twelve thousand inhabitants, not far from New York City, which harbors within its gates, among the other belongings of a good-sized town, a number of bakeries and two newspapers. Of the said bakeries, there is one which rejoices in a town-wide reputation. As a visitor to the place you will hear constantly of Blank's bread, of Blank's fresh rolls, mince pies, and other good things. The housewife who entertains you at her table will tell you that her family prefers Blank's bread to that made at home, and when you praise her delicious mince or pumpkin pie she will laughingly confess that "she didn't make it herself—it came from Blank's."

One wonders in view of the general popularity of Blank's bakery how his competitors manage to thrive in even a small way. That they do thrive cannot be denied, but there is not one of them which can boast of a prosperity like that of the Blank establishment. And the reasons, when one comes to investigate, are quite obvious.

Blank started in a small way, as did his competitors, but he was not content with the insignificant share of trade which seemed inclined to come his way, and promptly went to work to improve matters.

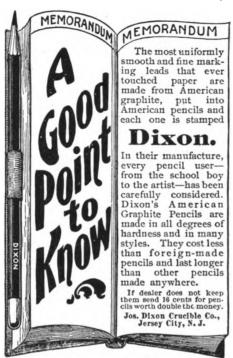
In the first place he took pains to furnish the best possible breads, cake and pastry. With good goods as a basis for his efforts, the rest of the work was not difficult. He then proceeded to take space in the two newspapers of the town and to fill such space, day after day, with advertisements of his bakery.

These announcements were seemingly simple affaris, consisting of few words and with little attempt at display, but they were suggestive and appetizing. Copy was frequently changed and, in its turn, each specialty brought prominently forward. Instead of the stereotyped announcement of fresh bread, rolls, cakes and pastry, the public was asked to try Blank's delicious Graham bread, delivered at the door, fresh, every morning. Next day the space was devoted to Blank's "Home-made" bread or breakfast rolls or, perhaps, if in season, to his luscious Mince Pies. And again, he made a specialty of

his whole-wheat bread, calling attention to its health promoting qualities, and offering a loaf, free of charge, to any one wishing to try it. In addition to his newspaper advertising, which, by the way, proved a business-bringer from the start, he occasionally sent by mail a printed price list of his various breads, cakes and pies, with such other information as was necessary regarding his facilities for filling special orders, delivering goods, etc.

At one time he delivered from house to house, in the best parts of town, sample loaves of his Graham bread, and on another occasion, small sample boxes of crackers. Nor did his efforts end with outside advertising. His store was a marvel of neatness and careful arrangement. The customer felt reassured by its delightful cleanliness. In hot weather screens and fans kept the place free of flies and there was no futile spreading about of dingy pink mosquito netting. To advertise as he did, cost money; but the returns came in so promptly from the start, and proved so encouraging that he felt justified in spending more. His competitors, as it happened, were easily "downed" and dared not venture as he had, into the deep waters of advertising. The consequence is what might naturally be expected—i.e., that Blank's Bakery carries the best and largest trade of the town, although at the beginning it was as small and unknown as the most obscure "bake shop" there. The moral is obvious and the story true.

THE medium being determined upon, give the material you insert careful consideration. My views on this point are different from most advertisers, at least, few if any fol. low my plan. I believe in frequent change of copy, never running an advertisement over a month without change. I never run the same ad. in any two papers. This entails much work, but I think it pays. Where you have a regular stereotyped ad, that runs the same in all papers and for all time, it loses its effect; the eye of the reader in glancing over the ads. recognizes the old-timers and they actually become eyesores, while the new ad, catches the eye, and if attractively written, is read; he does not see this often enough to become tired of it until a new change is rung in. By and by he expects the change and says: "Well, what's he got to say this time?" Use catch headings, and have ads. set up, if possible, so no matter if occupying comparatively small space, it will be so prominent as to catch the eye of any one who looks at the page.-Ironmonger.









# LONDON LETTER.

THE attempt made in some of these letters to give a few points on English newspapers in departments, would be culpably deficient if nothing were said of that important section of our journalism, the religious press.

A rew words on the status of religion in this country. We have, of course, an Established Church-representing the creed known to you as Episcopalianism, and called here distinctively "The Church of England." Though established by law, this is not a church supported out of Imperial taxes. It is simply a body having a vast property—a property purely national—of its own; and it is the national character of that property which is objected to by the large body of people who think that the Church of England ought to be disendowed. Into these questions it is, of course, impossible to enter here. I only want to caution American readers against the common error of supposing that the Church of England is financially supported by the State.

The Church of England has a large following; many other religious bodies have also a large following, and all the most important of them have newspapers of their own. These are commonly, however, commercial enterprises, and run on their proper merit; they are not as a rule supported out of church funds. If money is made out of them it goes into the pockets of individuals. Consequently, the religious press is

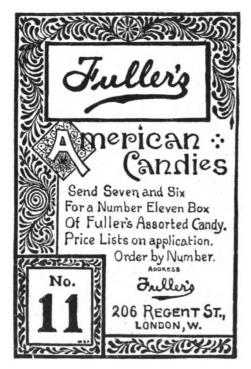
a thoroughly commercial institution, as it is with you, and it is run on commercial lines.

By far the most important religious newspaper in England is the Christian World, edited by James Greville Clarke, M.A. I have called it specifically, and with intent, a religious newspaper because it is what it is. It aims to cover all the ground of a newspaper, and also to take in the whole religious question. Its editor is. I believe, a Congregationalist: but the Christian World is the champion of Christianity as such. It is ably and courageously edited, and its opinion goes for much in politics and social questions as well as in matters of religion. It is a great advertising medium - very "starchy" in the matter of display type and cuts, and gets high rates for its space.

THE Christian World, however, is not the paper having the largest circulation, though its issue must be very large. The biggest circulation is scored by the Christian Herald, edited by the prophet Baxter, which beats the Second Advent drum for all that instrument is worth. If you take all that I have said about the editorship of the Christian World, and reverse it, you will get a pretty good idea of what the Christian Herald is like:—A sensational religionistic paper with a little news jerked in.



I suppose the paper that is most like the Christian World in aims and appearance is the Christian Commonwealth, edited by Dr. W. T. Moore, LL.D., M.A., a Kentuckian and an American citizen. It is a purely undenominational publication, advocating what it calls primitive Christianity, Christian reunion, temperance, and social purity. All these are no doubt important matters; but as a newspaper the Christian Commonwealth owes its influence largely to its masterly handling of current actualities, and especially to its weekly



fairly claim to be the pioneer paper on this side. This work is done by a very able subeditor, Mr. Albert Dawson, who must be known in America as the London correspondent of several important Christian papers. Whatever may be going on in the world at any particular time, this young man—for he is quite young and has all the push and energy of youth —seems to know about, and he may be trusted to be on the spot with a pronouncement three or

five columns long from the most interesting personages concerned. Among the victims of this successful interviewer have been Max Muller, Lord Roberts, the late Rustem Pacha, S. R. Crockett (the novelist) and Mrs. Besant.

SPEAKING of Mr. Crockett reminds one naturally of Robertson Nicoll, LL.D., M.A., editor of the British Weekly, the chief literary paper in the religious field. Dr. Nicoll has a great hankering after exclusive news, but his great claim to distinction is his power of "spotting" rising literary stars. Both Mr. Crockett and (especially) J. M. Barrie owe much to his appreciation and help, and "Ian Maclaren" is really his sole discovery. Dr. Nicoll is currently reported to have stood over the author of "The Bonny Briar Bush" with a club, extracting from a diffident pen that reluctant masterpiece.

Another literary paper is the New Age, presided over by Mr. A. E. Fletcher, of whom, when he was editor of the Daily Chronicle, I had before something to say. The New Age was wittily described by a journalistic friend as "an ethical organ with a dash of religion." It may be objected to this definition that it reads a little like the receipt of a cocktail, but otherwise it is accurate and truthful. The New Age is naturally a good paper, for Mr. Fletcher is emphatically a good man—though worthy of something more important.

None of these papers (with the exception of the Christian Herald) can be called very specifically denominational. It will, perhaps, be useful to put down the names and descriptions of a few papers that are so.

To begin with the Church of England—we have the Guardian, a first-class aristocratic organ published in the interest of the High Church party; the Record, which occupies the same position in regard to the Low Church section (Church of England people are "high" or "low" in proportion as their sympathies approximate to or recede from the Church of Rome); the Church Times, a splendid paper of the ultra-high, or Anglo-Catholic stripe; and the Rock, the organ of the Evangelicals.

THE Congregationalists have the *Independent*, edited by Dr. Guinness Rogers, the political champion and chief fighting man of that body.

THE Baptists have the Baptist and the Freeman, each claiming to speak for the denomination; the Wesleyans have the Methodist Times, Methodist Recorder and several other organs; and the Presbyterians have an organ bearing the name of that denomination, but rather knocked out by the generally Presbyterian tone of the British Weekly, though the latter is not nominally a sectarian organ.

PRESBYTERIANISM reminds one of Scotland. The oldest religious paper in Scotland—perhaps in Great Britain—is the Christian News, the organ of the Evangelical Union, edited by a kind and valued friend of mine, Dr. Adamson. It is certainly of something over fifty years' standing, and has a great and authoritative influence within the limits of the sphere to which its efforts are confined.

THE Unitarians, rather a feeble folk, but said to be influential in religious thought by virtue of a kind of leavening process, have their Enquirer. And there are just one or two other religious journals that may be mentioned-namely, the Christian Age, of which it would be difficult to predicate anything very definite except that it publishes Dr. Talmage's sermons; the Christian, a very old fashioned, respectable, orthodox, and ably conducted paper, of the Evangelical shade; the Christian Globe, which is great at portraits and stories; the Christian Million, a penny illustrated paper, plus religion; and the Sunday Companion, a sort of religious Tit-Bits, having a considerable circulation, and published by the Harmsworth concern.

THE Jews have their Jewish Chronicle and Jewish World, and the Roman Catholics have the Catholic Times and several other good papers.

SUCH then are the chief religious papers of this country. On the general subject of religious paper advertising very little has been said above; and to people who read ART IN ADVERTISING it is doubtless supererogatory to say that the advertiser in this, or almost any other country, who neglects the religious press, deliberately cuts himself off from one of the best sources of advertising.

I have been wanting for a long time to give an example of the advertising done by the well-known house of Redfern—the ladies' tailor. This is a line of advertising constantly changing, but invariable in its artistic and technical excellence. I do not know who does this work; but it is a notable achievement in the line of art in advertising, and merits a place therefore in the specific organ of that important principle.

ANOTHER concern that gets out good advertisements, and backs them up well, is the concern known as "Fullers"—pioneers of American candy in this country, one of whose little ads I send for reproduction. The firm has a number of shops—I am not yet Americanized enough to call them "Candy Stores"—and their window dressing is a dream of beauty and artistic skill. I don't know much about the sweetstuff sold there, but lady friends say that it is "just sweet," which is commendation from the right quarter.

SCOTT & BOWNE have got a big building in the heart of London.





SPEAKING of the Buttermilk Soap Man's famous letter of thanks to the public, now appearing in various advertising mediums, I am reminded of the words of a man whom I once heard address a small Methodist revival meetin'. Said he: "Brothers and sisters, I am glad to have this opportunity to mingle together and to spend these happy hours where I couldn't if I wasn't."

I saw two pretty girls in a Sixth avenue elevated car the other night straining their eyes in an attempt to read a small-type advertising sign directly opposite to them. They were commenting to each other upon their inability to "make it out," when suddenly the fatherly-looking brakeman, who had been leaning against the door, getting his mouth into shape for "Sixty-sixth street," stepped forward and raised the light of the two nearest lamps.

"That better?" he inquired kindly, and the two pretty girls smiled and thanked him and said it was—" ever so much better." All of which goes to show that even a plain brakeman can be polite—when the woman is sufficiently good looking.

A CHICAGO street-railway company has issued transfer slips illuminated with gems of thought from the philosophers.

If a little philosophy can mitigate in the least degree the horrors of street-car transfer, especially in bad weather, the idea is to be commended. The poster, in its more artistic phase, being the latest arrival on the advertising field, is not as yet done to death. The new designs, as they make their appearance on the elevated stations and elsewhere, attract a good deal of attention, and deservedly so, for some of them are quite wonderful. If advertisers continue to put forth such admirable designs as those now seen about town, there is a likelihood of the public taste being cultivated to a point where the commonplace poster, the poster of the immediate past, will no longer be tolerated.

Apropos of posters the Boston Evening Transcript has the following:

"This year posters have become material for the holiday trade in the book shops. A few of them keep placards by the more noted designers for sale, at prices that steadily tend upward, as this or that example, especially of their early work, grows scarce. The posters of the famous Frenchmen-Cheret, Grasset, Steinlen and Toulouse-Lautrec—are the most costly and the hardest to obtain. Next comes that of our American craftsmen of New York, Boston and Chicago, and some of their first designs now cost a pretty penny. Placards by English hands are comparatively few, though examples of Dudley Hardy—he of 'The Gaiety Girls'—are not so very hard to find."

Schloss, the photographer, is foxy. His main business is making pretty pictures of actresses and sich, but he occasionally augments his in come by nipping some guileless publisher who happens to use one of his copyrighted photos without permission. In fact, some people are cruel enough to insinuate that Schloss purposely stamps his copyright notice with a metal die which makes a deep enough impression (after your attention is called to it) to be plainly discernible. In order, however, to read this stamp with anything like alacrity, it is necessary to hold the photo so that the light will fall upon it at such an angle as to reveal the indentation by the shadow.

It so happened that "Cheveret" has been using a copyrighted picture of Cissy Fitzgerald. At first they used it by permission, but subsequently grew careless, and finally it appeared in one publication not in the list for which permission was given. Mr. Schloss promptly took the usual steps in a case of this kind, and although he is entitled under the law to \$1 for each copy containing a reproduction of his work, he usually makes a slight reduction. In this case, it is alleged, he let Mr. Ingram off on payment of \$440.

But the tragic part of the story is yet to come. Mr. Ingram had placed the same copy with *The Ladies' Home Journal*, and his feelings may be better imagined than described when he realized that he was liable to pay \$1 for each copy of their 700,000 circulation. He enjoyed a bad quarter of an hour, but finally his old agent, through whom he originally placed the business, got Mr. Schloss' consent to its appearance in the *Journal*.

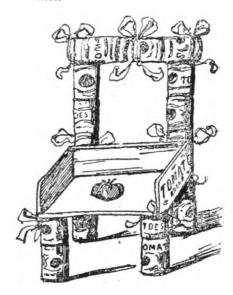
This will make bad reading for Mr. Schloss, but he ought to reflect that he has to sell a good many Cissies at 75c. to make \$440, and although a fortune has slipped out of his grasp he's still able to be about and do business.

Mr. Schloss is perfectly right in strictly enforcing his rights under the law. He would be a fool not to do it. And most of his copyright notices are plain. There is altogether too much cribbing and a lesson like this is bound to be a good thing all around.

To those who are possessed of a little ingenuity and artistic taste the knack of making something out of nothing comes by nature. The illustrations will show what surprising [!!! Ed.] results may be obtained from a little paint and

a ribbon or two in giving charm to the commonest materials.

To make an arm-chair of tomato cans nail the cans together for the legs and back. Make the seat of the box in which they came, and put some pretty bright ribbons wherever needed at the corners.



Those of us who are perturbed in mind over the advent of the New Woman will doubtless linger gratefully over the foregoing extract, reprinted from a Western newspaper. It breathes a sweet femininity and an old-fashioned interest in the home and its comforts which are truly refreshing, and we will venture to assert that the fair promulgator of the Tomato Can Easy Chair never mounted the stump or bestrode a bicycle in her life. Long may she wave!

# ENGLAND'S NEED.

A LONDON weekly contains within four pages of advertising matter seven announcements of a remedy for blushing.

THE large blotter presented by the Lotus Press is an advertising souvenir worth having.

Subscribe for Art in Advertising, \$1.00 in advance.

A FOURTEENTH STREET sandwich man carries on one arm a bundle of maps, and wears on his back a small tin sign which informs the passerby that a map of Brooklyn or New York may be had for the asking. Whether an advertisement adorns these maps I hadn't time to learn, but if so, the advertiser takes a wise precaution in distributing his circulars "by request" rather than having them thrust into every indifferent hand that comes along, only to be thrown away with scarcely a glance. An advertisement that is attractive or valuable enough to be asked for ought to be a good thing for the advertiser.

One morning not long since, the stairs leading to the elevated station at Ninety-third street and Columbus avenue were almost carpeted with the cards of a local coal dealer. A man at the foot of the stairs was busily engaged in thrusting these cards upon every man and woman who went up to the trains, and in almost every instance the card was thrown down immediately. To hand an advertising circular to a person who is rushing to catch a train and, worse still, when he is climbing a steep, crowded staircase which leads to the train, is pure folly. In the above case the little card distributed was very attractively printed and under reasonable circumstances might have done some good.

IT sometimes happens that what apparently was calculated to make a first-class advertisement is sometimes spoiled by the advertisers themselves. To illustrate: there is in New York a firm of decorative furnishers who recently put out a line of blue delft plates. An elaborately and well-written history of blue delft ware was prepared and published in the Illustrated American. The accompanying cuts were of course reproduced from designs owned and copyrighted by McHugh. No mention, however, was originally made of the fact that these illustrations were virtually taken from a catalogue, and that this interesting story of blue delft ware was nothing but a puff for the Popular Shop. The whole effect was skilfully planned and there is no doubt in my mind, if Mr. McHugh had stuck to his original plan, everything would have panned out well. But no, Mr. McHugh employs a lawyer who may know all

about law, but certainly nothing about advertising. When proof was submitted to Mr. McHugh he happened to think of his copyright on the designs. Seeing that the illustrations were without the formal notice proscribed by law, he calls up this brilliant knight of the buskin who grasps the situation in an instant and congratulates Mr. McHugh on a narrow escape. He notifies the Illustrated American to put under each cut, "Copyrighted 1895 by Joseph P. McHugh & Co., The Popular Shop, New York," and kills the whole effect of the article instanter. The whole scheme was instantly laid bare and what would have been a clever, artistic and thoroughly effective ad, was robbed of more than half its value.

THIS Mr. McHugh, by the way, has adopted a mode of advertising which is all his own, and which is fast making his store celebrated, not only in New York but throughout the country. He affects the anglomaniac style in all his published announcements and is ultra-English throughout. He says "carriage free," calls his place a "shop" and his goods "stuffs." He is evidently after the "Vogue" crowd. His ads. are peculiarly set up and, together with their mongrel diction, stand out by themselves wherever they appear.

I PASSED the store of a very foolish grocer last week. He had a sign advertising tea out in front of his establishment. It was a sort of imitation of Chinese lettering, but when you looked close you saw that it was in American letters, twisted around in a sort of complicated acrostic. I suppose that grocer thought great crowds would gather in front of that sign and take delight in studying it out. He made a great mistake, for I was the only crowd I saw around there. It don't pay to make advertising matter hard to read.

-The Stroller in the Grocery World.

THE Dorflinger adver isers take pains to inform the public that their cut glass goods cannot be obtained by any department store. Is it possible that any commodity is exempt from department store patronage?

I stoop beside a man and woman at the counter of a well-known drug store the other

day and witnessed a very slick bit of substituting. The people were evidently man and wife and seemed to be of gentle breeding and intelligence. They ordered a dozen bottles of Somebody's Cod Liver Emulsion.

I dont't remember whose emulsion it was, but know it was not Scott's. The clerk was a charmer, with sleek hair and a waxed moustache, and he was not particularly interested in selling that particular emulsion of cod liver oil.

"Why do you buy so much at a time?" he inquired politely.

"We are going to Africa," said the man, "and wish to have a supply with us."

"Then why not take the pure cod liver oil instead of an emulsion?"

The customers looked dubious.

"We've always used this," they faltered. Whereupon the sleek-headed clerk launched forth into a discourse anent the relative merits of emulsions and pure oils, which held his listeners spellbound for the space of five minutes.

When she found an opening the meek little woman observed that she had always found the emulsion for which they had inquired of great benefit to her, and that she bought it because of the other ingredients which it contained, and which the enterprising clerk had condemned. He listened with polite deference and then introduced the subject of other emulsions-emulsions that would not cost so much and contained a larger percentage of cod oil. He talked glibly and convincingly, and the two gullible African travelers hesitated and were lost. A large bottle of the firm's own preparation of cod emulsion was produced at the proper moment and the sale of the other man's goods dishonestly prevented. I had become so interested in the proceeding that I quite forgot about my own errand until reminded by a waiting clerk.

"A bottle of Fellowe's Phosphites," I jerked out.

"I can give you our own make, same prescription exactly, for seventy-five cents," said he, hesitating as he reached toward the shelf. "Thanks," I retorted, "I prefer what I asked for."

"Well, we like to sell our own goods," he explained, unblushingly.

"I'd rather lose a quarter," said I, "than to take a substitute."

# ABOUT THE TOWN.

VOGUE'S Fourth Anniversary Number was a surprise to poor wretches like us who never imagined there were so many snobs in the country. There must be more even than is revealed by the anniversary number, for the sale of the paper is visibly increasing week after week. We shudder to think what they will do when the twenty-fifth anniversary arrives.

Life has dropped the Calendar. Where is all the boasted smartness of Sikes or Sox or Sachs, or whatever his name is, that he couldn't find business enough to keep it goin'?

Puck's Christmas number was quite free from the nannygoat and butcher combination that marks this teutonic production for its own. There are some mighty smart Dutchmen in this world after all.

Leslie's Weekly treated itself to a front page in colors. It is one of J. G. Brown's "same as last"; but with the average ignoramus it would doubtless go as really high-class art, and probably raise the sale of the paper not a little. They ought to get Teddy Roosevelt to edit the thing.

JUDGE made a very good showing. Zim's Irishman and Smith's impossible contortionists were on deck as usual. Victor Ham and Gillam were the stars also as usual and the band played on.

HARPER'S WEEKLY can't help printing some stuff more or less interesting, but for out and out dullness it easily takes the cake. They have the regular Harper outfit making the thing nowadays, and to people brought up on the Harper diet it is pretty good. Caspar Whitney seems to hold the center of the stage most of the time.

WHETHER our dailies are so good that we have no appetites left for a weekly or not is a question. Certain it is that our weeklies do not possess the same quality of interest that marks the French and English. Seriously speaking, there isn't one of our weeklies that begins to touch Truth in London or The Sketch, although no one would hold up either as a model by any means.

# HOLIDAY WINDOWS.

MONG the most attractive window displays that have come under my notice has been the exhibit given by Deutsch & Co. in Twenty-third street, New York. These people are known as purveyors of fashionable garments for women. Their store is one of the handsomest in town, and the windows are large and lend themselves readily to the scheme which I am about to describe.

THE window was furnished to represent the sitting-room of a lady of fashion. The hostess was discovered seated on a divan. The draperies, furniture, carpets, rugs, bric-a-brac, etc., it must be remembered, were the exact counterpart of what is to be seen in almost any well appointed home in New York. Now, instead of the lady being in wax, as is customary in window displays, she was in real flesh and blood. She was handsomely costumed in an afternoon gown of exquisite material, and, of course, absolutely correct as to trimmings and other accessories. The young lady was not only well put on herself, but she had the saving grace of beauty. She fitted her surroundings perfectly. Presently a maid handed her a card on a silver salver, and immediately a caller was ushered into the little room. The caller, like the other, was faultlessly attired in street costume, and she, too, carried out the illusion of a society caller. Everything about her was perfectionher hat, her cape, her dress skirt, her gloves, her waist. She was a living picture of what Deutsch & Co. could do if they were only given the chance. By and by another caller was announced, who entered arrayed in a fur-clad suit. Like her predecessor, her garments were selected with the sole purpose of showing the full effect of correct style. Number three soon made her adieu and was succeeded by another clad in a carriage-calling outfit. The ladies kept up the semblance of a social gathering by uttering meaningless nothings, inclining their heads, rising every little while to give their skirts a swish to show the trimmings and the braid.

As the evening approached, the windows

were lighted with gas and the costumes changed to those for evening wear. effect was simply stunning. The young ladies were evidently enjoying the sensation as much as the crowd in the street did. The light colors in silks, puffy stuffs, beaded waists, flowers, etc., all lent themselves to produce a result that has never been equaled in a Twenty-third street window, or any other, probably. The display was an unequivocal success. The women who patronize this, the most fashionable thoroughfare in New York, would, I thought, be above such a theatrical show as this, but I never was more mistaken in my life. Or rather I never realized the power of dress on women. They would walk along the other side all unconcernedly; then they would suddenly dart across the street, and join the crowd at the window. Instinctively, they guessed the nature of the show. Even if they couldn't buy the clothes they could at least criticise the wearers to their hearts' content. It kept two policemen busy to keep the women from being run over by the jam of street cars, wagons, cabs and carriages with which this street is constantly thronged. In front of the window progress was simply impossible. In fact, so great an obstruction did the show finally create that the firm were obliged to desist.

But the idea was a capital one and in a smaller city or in a less crowded thoroughfare could be continued indefinitely. It was particularly appropriate to the business and did more to advertise the firm than a dozen times the amount spent in circulars. Some of our readers may be able to make some use of the suggestion, modified to suit their own requirements.

A SIMILAR idea was carried out some years ago by a furniture firm in Brooklyn. I was doing their advertising at the time and they specially desired to celebrate their eighty-fourth birthday. We had also at the time an extra large assortment of combination folding beds which could be made to look like bookcase, when folded. I therefore arranged a bedrooms



keeping, however, as much of a library effect about it as possible. When the bed was open the room was certainly very much like a sleeping apartment. But when the bed was closed it looked very much like a bookcase, and as I had another small one curtained off and a small bunch of flowers on top, the effect was quite good. I had a 'coon servant who entered the window every little while and pulled down the bed. In a short while she re-entered and put the bed up again, dusted the place and changed the whole effect. Her advent was the signal for the congregating of a large crowd. During the whole time that she held the stage we had no trouble in securing an audience, but the moment she disappeared the house became empty again. There seems a potentiality about real live people in a window that cannot be resisted.

On the same general lines is the Santa Claus in the window of Best & Co. This is evidently a live boy, but he is packed away among a whole lot of things, and has to sit in one corner doing nothing but nodding occasionally and kissing his hand to the little people outside. But he isn't even a good Santa Claus. He might at least have a fireplace with a row of stockings and the window to himself. It would be a simple matter to have an exit in the chimney, so that he could appear and reappear at intervals. Best & Co. are pretty good advertisers as a rule, but they haven't got this idea just right yet.

MACY has his usual row of sick Italians revolving around his big windows. Why the dickens these figures are so wretchedly made no one seems to know. The idea is excellent, and the fame of this annual exhibit has spread so far that children come for miles to see it. Usually the scenes represent some fairy story or some mother goose episode that all the children recognize at once. But the characters are so manifestly Italian that they must be a great disappointment, I fear, to many of the children. Tom Tom, the piper's son, is a black mustached peanut vender, with earrings and a swarthy yellow skin. His eyes usually stare out of his head. The face has a vacant, idiotic look, that in no wise suggests the original piper's son. Poor Cinderella could never be recognized but for the traditional slipper. The Macys are such clever merchants that we are amazed that they allow such a poor thing to appear, year after year, when a good thing could be had for the same expense. The crowds that gather to see this display are so great that the stairway leading to the elevated road, which has a station at their door, is covered with canvas far above the ordinary citizen's head. This canvas is continued on the platform, so a faint idea of the popular interest in this exhibit may be gained when the elevated people take so much trouble to keep their passengers from stopping to see the sight. But for this precaution the crowd on the platform and the stairs would be so great as to practically render the station useless for the time being.

SOMEWHAT similar was an idea I recently witnessed in the window of a drug store in Chicago. Somebody was trying to show the virtues of a shampoo soap. Two little black pickaninnies were placed one on each side of a bath tub, while a big black mammy lathered their heads with the soap. In no time at all the little Alabama coons were buried beneath an avalanche of snowwhite foam. The contrast between the heaping lather and the black faces was of course very strong. When it is remembered that the lather was allowed to rear itself about a foot high on the two curly heads, the full effect can be realized. Unquestionably the show was successful, as the store had a crowd in front of it all day long.

Among the better class of retail stores, those who make some pretention to attract an artistic display in their show window, the shops of the haberdashers (popularly called "furnishinggoods stores") are generally conspicuous for attractiveness and novelty. Their goods, as a rule, lend themselves easily to tasteful and attractive display, and when originality and good taste are exercised in the arrangement, very pleasing and notice-attracting effects may be produced. Yet it would seem that a window display made up almost exclusively of shirts could not easily be made specially attractive or pleasing to the eye. But I noticed such a display the other day in the window of the Keep Manufacturing Company on Broadway, which was almost entirely composed of shirts, yet was so arranged and embellished as to make a decidedly attractive window, which had a holiday air appropriate to the Christmas season. The shirts were arranged on the show racks in tiers sloping backward a little from the floor to the top of the window space. Peeping from the neck-opening of each shirt was a little sprig of holly with the red berries attached. Suspended by an almost invisible wire in the center of the window space was a large and full wreath of holly leaves and berries tied with a long flowing bow of rich red ribbon. There were sprigs of the holly interspersed in other parts of the display, and in the foreground, one on each side, two stands of canes, tied with the red ribbon. Partly filling the spaces between the shirts were handsome silk suspenders of various hues, which supplied enough variety of color, and were not conspicuous. These were tied in a sort of loose knot and not merely hung flat. The effect of the preponderance of white relieved by the green leaves interspersed with the red berries was very harmonious, and made altogether a decidedly attractive window.

I saw the other day what to me was a new idea for advertising in a crowded thoroughfare, and it attracted attention. It was on Broadway during the holiday shopping period. device consisted of about half a blocks about a foot high, eighteen inches long and two inches thick. They were each mounted on low metal legs and at the top had a brass handle of attractive design. Each block was painted with a high carriage gloss, and was neatly lettered with an advertisement. They were placed on the edge of the curb at exactly equal distances apart (about four or five feet). Several darkies had charge of them, and they kept the blocks constantly on the move down the street by taking the one at the head of the line and placing it at the foot. This was kept up constantly, so that there was a steady but slow progress along the thoroughfare. The solemn and business-like manner in which the black boys performed this work, as though it were of the utmost importance, was somewhat amusing, and could not fail of attention. This idea might be developed and improved upon and made still more attractive. The boys might be put in some kind of uniform, and the blocks could be elaborated, or some other device used.

In these few instances which I have cited there is much chance for an idea. Particularly in small towns where the crowd is not likely to interrupt the general traffic, and where a good hit becomes a practical sensation.

# ARE YOU A SHAKER?

A MONG the Shakers, if a member of the fraternity has taken cold, her companions seriously set themselves to work to make her angry. They make disagreeable personal remarks about her, until she blushes with indignation. Then her blood is heated, and, the theory is, she will be able to throw off her chill from which she has been suffering.

When first-rate artists who prosper to-day conceive their plans they leave deliberate and substantial places for the demands of the press. They do not juggle with themselves about the matter. Why should they? If they want recognition sustained, if they want, not any fictitious sayings or doings, but their true, honest efforts and accomplishments, chronicled and diffused, they must themselves seek the press, and they know it and do. And unless they be artists, paltry and timid, they are willing to admit they do it, and regard straightforward advertising, on whatever plan may be chosen, as just as much a dignified essential of their calling as is their contract with a manager.

And still further, when they do this and seek the columns of journals for their own legitimate purposes they bring to the editorial bureau payment in kind, which means the same payment which the editorial bureau disburses to its scribes, its printers and the whole army of its journalistic officials, the only character of payment which will put ink into the office wells and type in the publisher's forms—otherwise coin of the realm. Does this mean buying praise or false puffery? Not at all!

The artist, when he wishes to make money and have people come to see and hear him, puts an advertisement in the theatrical columns and pays for it there. When he wants to have people hear and know about him outside, which is one of the essentials nowadays toward making them interested in seeing and hearing him perform, he elects, or allows a press agent to elect for him, whatever means may be considered best to keep him in the public eye, and he pays for this also, and usually considers it money very well spent. The argument that no first-rate artist needs to look to the papers beyond what their deserts will bring them there will find itself supported solely by the critiques of that artist's public performances.

—Musical Courier.

# MAGAZINE ADVERTISING.

THE December magazines show some very good advertisements. In turning the advertising pages one is impressed with the preponderance of new designs and the gratifying absence of many long-familiar landmarks.

THE NEW YORK CENTRAL'S page with a view of Niagara is very pleasing. The Kodak page is forcible and ought to be a business-bringer.

ONE of the most fetching designs of the season is used in advertising Blooker's Dutch Cocoa; you couldn't miss seeing it if you tried. Cottolene invites attention as an inset; the design in the Review of Reviews is more pleasing than that in Harper's, although the latter is a good, strong ad. The Copco Soap announcement occupies the other side of the Cottolene leaf and is quite a clever idea.

THE page of the Lake Shore and M. S. R. R. is a good idea somewhat spoiled by poor drawing.

THE MASON & HAMLIN COMPANY'S page is charming. That of the Everett Piano—in Harper's—not so well drawn as usual; the same company, however, is running a four-page inset elsewhere, which is very attractively prepared.

THE ÆOLIAN page is good and so, too, is that of the J. B. Williams Company.

THE FIBER CHAMOIS advertisers are still harping on what the fair Lillian has to say of their goods—just as if that lady's opinion would be likely to carry much weight with the "quality."

SCOTT'S EMULSION takes a new departure in running several consecutive lower quarter pages with a good deal of black background.

PARKER BROS., of Salem, occupy a page, with half-tone illustrations, in the interest of the Parker games. Among the other good-looking full pages may be mentioned the Monarch Wheel, The Northern Pacific and Shasta Route, and the Boston Woven Hose and Rubber Company (in Munsey's).

Among the attractive half-tone pages are the Reed & Barton, Hawkes' Cut Glass, Rookwood Pottery, Higgins & Seiter, The Bailey, Banks & Biddle Co., the Pairpoint Manufacturing Co., F. W. Sim & Co., silver novelties, the Meriden Britannia Company, Dorflinger's American Cut Glass, the Monarch Shirts, Frank A. Hall's Box Couches and the American Burner Company.

THE advertisers of Selvyt show some very tasteful quarter pages; Dixon's Pencils have a good quarter page and so too have the Sterling Bicycle and Whitman's Chocolate. The Velvet Skin Soap announcement is excellent.

ONE of the best full pages is that of the Quaker Oats. Their old Quaker, as a rule, is a prosaic and commonplace individual, but for the holidays he rises to the occasion beautifully, out of a bowl of steaming oatmeal, and reflects much credit on his advertisers.

Another page which is sure to attract friendly attention is that of the Alfred Dolge Felt Shoes.

THE ROBERT MITCHELL FURNITURE COMPANY occupies a page and uses an excellent half-tone illustration.

D. H. FARGO & Co., of Chicago, use a page very cleverly in advertising their bicycle shoe. It isn't what you'd call a handsome page exactly, but it is well balanced and will probably "get there."

THE GORHAM MANUFACTURING COMPANY has a dainty page announcement, showing a picture of its Windsor kettle. Among the new designs is the page of Howard & Co. in the interest of their silver toys. C. D. Peacock, of Chicago, has a striking page with half-tone illustrations. The Rubifoam advertisers have a page which is somewhat marred by the unattractive face of the young woman in the snowstorm.

THE appearance of Christmas is a signal for the average publisher to announce some sort of literary or artistic indiscretion in honor of the occasion. If anything was needed to emphasize more strongly than ever the utter incapacity of the English to rise superior to the mediocre mold in which the Lord, in his inscrutable wisdom, has ordered them to be cast, it would be the holiday supplements. Their pictures of the don't-leave-your-mother-Tom variety have, from time immemorial, marked the advent of Christmas in the law of the ideal shop-keeper. always be a matter of congratulation that our own domestic branch of the literary Philistine has not yet aspired to the dignity of a patron of the fine arts and is content with an extra poor story with extra poor cuts. But his advertising pages show the volume of his enterprise and the real milk in the cocoanut after all.

THE Christmas magazines are all more or less interesting. The Cosmopolitan, with its imposing table of contents, its colored plate by Rossi and first-class matter all the way through, may be considered in some respects to take the lead. So far as the matter goes it seems to be no longer unreasonable to expect the best the market affords in the way of a magazine for ten cents. In the Christmas number of the Cosmopolitan we have drawings by Alfred Parsons and Eric Pope.

EVERYBODY knows work like that cannot be had for day's wages. Of course, all the other publishers say that Walker will "bust up" if he keeps on. But Walker's been busting up for the last half dozen years and is still in the ring. As a buster he is not much of a success. He now has the most complete plant for the manufacture of a magazine that exists anywhere in the world. He has a complete lithographic plant, including presses for color work. He has twenty-one type presses for his black work. He has a complete engraving department, managed by one of Kurtz's old men. He has an electrotype plant, a binding plant, a complete printing-ink factory. He has his own private switch connecting with the New York Central Railroad. He has all sorts of ingenious devices for saving labor. An inclined road, for instance, runs from a platform built the height of a freight car, direct from the switch to the press room. It has an endless chain which carries some sort of an endless jigger that takes the box of paper, or whatever it is, runs it up the incline, and drops it on a truck in a press room from which it is wheeled to the particular press requiring it. All these are great conveniences, no doubt, but they cost a lot of money. And yet there are not enough facilities to do much of a magazine business. The Cosmopolitan cannot now print more than 400,000 copies a month. They are more or less behind all the time.

What amazes me in this connection is the wonderful rapidity with which other publishers turn out a fifty or hundred thousand edition in a few days on a hired press which runs on their work only part of the time. Either Walker doesn't know how to get his work out or the other people are lying. Anyhow the question of circulation is not wholly disconnected with the press capacity of a plant.

A great drawback to the Cosmopolitan, in my opinion, is the cover. It is hard to understand how a man of Mr. Walker's business acumen has been so long blind to the advantage of an artistic cover. The January number is to have a colored cover, which we have seen. It is pretty and the work well executed, but it is not strong; it has little character. He can, and doubtless will, do better than this. Some very important art work has been purchased from Paris for coming numbers, one drawing by Madeline Lemaire costing alone \$700. This is to be reproduced by lithography, and ought to make a hit.

We have spoken somewhat of length of the Cosmopolitan, because we see in this publication a tendency to make a radical departure from the traditional magazine. Color work is undoubtedly going to be made more and more a The fine color work now done in feature. Paris and Berlin puts to blush the poor stuff turned out every week by Puck and Judge. Truth has shown us in the past what we may ultimately expect. If Truth itself ever gets out of the hands of the Philistines it may achieve wonders. So long as it is run by a lot of haberdashers, gasfitters, etc., it will continue to be the funniest weekly in the world. The proper scheme in which to run Truth is for Mr. Knapp to submit all the jokes and pictures to his lithographic colleagues. Those that they say are good and which make them laugh should be promptly thrown into the waste basket. Those which meet their unqualified disapproval should be run just as quick as possible.



# THE EBBITT.

NE of the most widely and popularly known establishments in the world is the historic Ebbitt House, located at the capital of the United States. It is more familiarly known as "Army and Navy Headquarters." This designation is not one of modern growth, but was given by prominent men of the Army and Navy in years gone by when they first made this famous hostelry their stopping place. Admiral Porter, Vice-Admiral Rowan, Generals Grant, Sherman and Sheridan, and all the distinguished men in the Army and Navy, have made the Ebbitt their headquarters and found the comforts and conditions which tend to make such an enterprise successful and famous. A substantial structure in architectural respect, from the central and high location and modern conveniences, being heated with steam heat and grates and lighted with electric light throughout, it becomes at once a most desirable institution for guests having business with the Executive Mansion and Government departments, as well as for those on pleasure bent. It was here the most pleasant feature was inaugurated of presenting bridal couples with magnificent floral tributes, there being at times as many as thirty happy parties the recipients of such gifts.

One of the three large parlors on the first floor has been patronized by some of the most noted gatherings that have come to the National capital. Being within the establishment patrons have avoided the going to and fro to a place of meeting which is so often disagreeable and inconven-The manager, H. C. Burch, commends himself to the traveling man and statesman. Reared in the capacity in which he serves, he possesses all those qualities of business and cleverness which operate to the success of any well regulated hotel. Not only is Mr. Burch a caterer to the first wants of the guest, but a gentleman of excellent attainments and energy. He leaves nothing undone which might contribute to the satisfaction and pleasure of those who commit themselves to his keeping. Those under him in subordinate capacities are taught the lesson of politeness and attention. The living rooms, 275 in number, parlors, baths and palatial dining room, with all

modern appliances and appointments, receive the undivided attention of Mr. Burch, so that neglect is a factor unknown here.

There are few persons of National reputation who are not familiar with the Ebbitt.

The place is one that has advertised itself by its complete and capable management. It is as well and popularly known across the Atlantic as at home. Statesmen make appointments to meet statesmen and constituents here; the General of the Army, looking for an old associate, seeks the Ebbitt. Grand Army headquarters were in this house; medical men held sessions here. And so might one go on and enumerate how this great establishment has been contributed to by those of prominence and note.

The photograph here presented is an excellent reproduction, but to find the original, its manager and equipments, is to participate in one of the first pleasures attending a visit to the greatest capital in the world.

# IN THE AD. FIELD.

WITH APOLOGIES TO THE NEWSPAPER FAKIR AND THE FIRST MISTAKE.

JOHN JOHNS & CO., proprietors of a new discovery for the production of genuine blue blood, will spend \$1,000,000 this month through Air & Sun.

PETER PODSNAPS, manufacturer of Podsnaps's Genuine Malleable Iron Bitters, will spend four dollars and fifty cents through the Lyman D. Moss Agency.

JONAS PEABODY & Co., proprietors of Old Mother Goose's Grease for Eyebrows, will spend sixteen dollars and a quarter during the ensuing year. This business will be placed direct, as Mr. Peabody says he can get the agent's commission. The boys ought to place the papers in which the Peabody business appears on the black list.

S. SIMON BOLIVAR, the advertising manager of the Big Bluff Remedy Company, will soon spend his annual appropriation. He expects to have either a hundred or a million to give up—he doesn't know and he doesn't care. Neither

do we. This makes an item, and what we need in our business is items. Whether they are correct or not doesn't count.

PETER PETER, Pumpkin Eater, manufacturer of Dr. Jinks's Juicy Jags for Juvenile Jackasses, is about to spend six dollars in daily newspapers. Monthlies will also be used.

THE NORTH AMERICAN WOODEN INDIAN COMPANY are sending out life preservers through Geo. P. Howl & Co.

THE GREEN GOODS MANUFACTURING Co. are asking figures for six inches twice a day every other time. This is AI business, and Though the bills are to be paid in stock, we advise publishers tograb it quick. It is a good thing. Tom Son is placing this business.

RUSSELL SAGE is advertising for deserving charities to whom he can send money. (P.S.—This is a fake).

SUBSCRIBE for the Newspaper Fakir and the First Mistake. You can get more trouble for your money than in any other mediums we know of.

THE Argonaut is our authority for the following:

An enterprising Vankee book agent is making a barrel of money in Alabama. He soon came to appreciate the enthusiasm of the negro in matters of religion. He found that in all the illustrated Bibles the pictures of the angels were in white, and he conceived the idea of having a Bible made for the colored race, filled to overflowing with pictures of negro angels. The books cost him about \$1.10, but he placed the first large shipment at \$8 each, payable \$2.50 cash, the balance in monthly payments. He is selling the Bibles as fast as he can get them delivered.

A HANDSOMELY appointed dinner table, decorated with flowers, occupies one of the wide, deep windows of a Broadway florist's establishment.

CONSERVATIVE old *Horper's* comes out this year with a rollicking Christmas cover designed by F. S. Church.

SUBSCRIBE for ART IN ADVERTISING, \$1.00 per year in advance.

# MRS. FLOORWALKER READS A FEW LETTERS.

AND LEARNS, INCIDENTALLY, HOW WANT ADS. ARE ANSWERED.

A FTER dinner the other evening Mr. Floorwalker established himself at the library table and proceeded to examine a number of letters which he had brought with him from the office. Mrs. Floorwalker became interested at once as she always does at the sight of a letter from her husband's pocket, and laying aside the evening paper she inquired as to the nature of his correspondence.

- "Answers to an advertisement," he explained briefly.
- "An advertisement for what?" persisted his
- "A man—an advertising man—fellow to take charge of our advertising department; we advertised in Sunday's *Herald*, you know, and these letters are a few of the replies that came in. I thought I'd run 'em over to-night to save time."
- "Dear me!" said Mrs. Floorwalker, "do you receive as many letters as that in reply to one little advertisement?"
- "As many as that," repeated Oliver. "well I should smile. These are the letters that came in the four o'clock mail, and I suppose there were as many more in every delivery during the day."
- "You didn't get half so many answers when you were trying to sell the cottage up at Daisyville, did you?"
- " Not by a jugful!" replied Oliver, with much earnestness.
- "And must you choose one man out of so many?"
- "Why, yes, of course. Can't take 'em all, you know."
- "I suppose not, but doesn't it make you feel bad, having to disappoint the others?"
  - " Breaks my heart," grinned Oliver.

Mrs. Floorwalker meditated for a moment on this unpleasant feature of engaging an assistant, and then went on:

- "How do you make a selection," said she, "without seeing the men?"
  - "We don't; we pick out the letters that seem

most promising and then appoint an interview with each writer. Read a few of these letters and you will find that the choice is a limited one after all. Our advertisement in the Herald stated simply that an experienced man was wanted to take charge of our advertising department. Here is the way we are answered," and Mr. Floorwalker pushed half a dozen of the letters over to his wife. Mrs. Floorwalker opened the first and disclosed a small sheet of note paper embellished at the top with a large and conspicuous gilt monogram.

- "How funny," said she, "to write a business letter on such a sheet of paper. I should think you would be prejudiced against the writer at once?"
- "We are," replied Oliver; "perhaps foolishly, but, none the less, prejudiced; a letter of that kind smacks of inexperience."
- "Well, here's another," continued the little lady, unfolding a mussed-looking sheet of cheap foolscap.
- "You can't find fault with this on the score of daintiness, at any rate." (reads).

PUBLISHERS OF —

- GENTLEMEN: I saw your advertisement in Sunday's Her ald and would like to get the place. I am nineteen years old, married and live in Brooklyn. Have had a good deal of experience——
- "Humph," sniffed Mrs. Floorwalker, throwing this mild production across the table, he wouldn't do, would he? A man that doesn't know any better than to be married at nineteen and live in Brooklyn can't be very practical, can he. Oliver?"
- "Appearances are against him," said her husband; "suppose you try another."

Mrs. Floorwalker unfolded the next letter, and remarking that the writing was too "flourishy," read as follows:

PUBLISHERS OF -

Gentlemen: I noticed your advertisement in Sunday's Herald and beg to offer myself for the position designated. I am twenty-five years of age, tall, well built and of fine address; weight 140 pounds; am married and live in Brooklyn. I feel confident that I could fill the position to your entire satisfaction, and trust you will grant an interview at an early date.

Very truly yours,

There was a moment's silence in the room, and Mrs. Floorwalker looked rather disgusted.

"I wonder what his idea is?" she said at last; "he wouldn't answer your purpose, of course, but I can't help wondering about him; and he's married, too, and lives in Brooklyn; same as the other man. Why do they tell you they're married, anyhow? And why do they mention Brooklyn? Wouldn't you think it would be better policy to keep that back?

Oliver made no attempt to answer all these questions, but opened the next letter himself and read the following:

GENTLEMEN: Saw your ad. in Sunday's Herald. Think I'm the right man for the place. Have had two years' experience as bookkeeper in Smith & Lanigan's candy factory. Would like a place where there is some chance to rise. Could soon learn the business. Please write at once. Am married and live in Brooklyn.

Yours truly, etc.,

"Idiot number 3," quoth Mrs. Floorwalker. "Haven't you anything sensible in all that pile of letters?" (she opens another envelope). "How's this?" (reads):

Gentlemen: I noticed your advertisement in Sunday's Herald where you wanted a man for advertising. I have been with Levy and Baumbacher, milliner goods, three years; am a good collector and general business man. Can make myself useful, and no objections to long hours. I am married and live in Brooklyn. Hope to hear favorable from you.

Respectfully yours,

Mrs. Floorwalker groaned, but made no comment The next letter was opened and read by her husband. It ran as follows:

GENTLEMEN: I see by the Herald that you want an experienced advertising man. Would be pleased to accept the position. Please let me know at once what the duties are. I am married and live in Brooklyn. Prefer a Remington typewriter. Refer you to Matthew Doolittle of Backwater, Michigan, Landscape Gardener.

Yours most respectfully,

"You don't want him!" exclaimed Mrs. Floorwalker, with emphasis, and she proceeded to unfold a document which had been sent in a large official-looking envelope and addressed in a bold, black hand, that looked as though the writer meant business.

"Ahem!" said she, clearing her throat, "this is a long one—let's see-—

Gentlemen: In offering my services in response to your advertisement, I am prompted by the earnest conviction that I could be of invaluable assistance to you in enlarging the field of your publication and pushing its interests in the

business department. A life-long experience in the advertising business has especially fitted me for the position in question, and, if you will pardon the suggestion, I believe you should not let slip an opportunity, which may not occur again, of securing an assistant of such marked ability. I am at present considering an offer from a well-known publishing house, but would appreciate an interview with you and do not doubt that it would result in an arrangement eminently satisfactory to both. I am—

"Married and live in Brooklyn," interrupted Mr. Floorwalker.

"No!" shouted his better-half, excitedly, "he's single and lives in Jersey City."

Young men in stores don't think enough of what may be necessary to practice in their business in order that they may advance as quickly as they desire. Only too often they find fault with others when the trouble lies with themselves. This feeling begets indifference, which is one of the worst foes to success,

Look at the indifferent salesman. When a customer approaches him he receives him in a manner that is anything but inviting; he pays but little attention to the question asked of him, and when he does start out to find what is wanted, it is done in such a hesitating, bewildered manner that the customer immediately loses confidence in him. Or else he asks so many unnecessary questions that the customer is annoyed. For instance: A man wants to look at collars; this clerk not only asks the size, but also whether a high collar or low one, a turned point or straight, or a turn-down is wanted. In hosiery it is somewhat the same way. "What color do you like? Black or brown or white or striped?" It is so with everything. What is the inference that a customer draws from all this? That the man is lazy and doesn't want to trouble himself by showing too much stock. The customer goes out dissatisfied and is not likely to return. If you think that this is exaggerated try some time yourself and see.

The young man who cultivates the habit of anticipating a good many questions will be amply repaid for the trouble he takes. When a man asks for a collar or shirt. if possible guess as nearly to the size as you can, saying in reply, "Do you wear 15½ or 16?" Also observe what style he may be wearing. The same will answer in hosiery; most men wear 10 or 10½; try making this reply and see what a difference it will make. Your customer notices right away the interest you take in his wants. Having awakened his interest, be as agreeable as you can, and go at your stock and show it as if it was a positive pleasure for you to exhibit the choice things in your possession.

Keep your mind to your customer; don't let it wander off to something else; and don't try to do something else at the same time. Your point is to please that customer; showit. Some men try to wait on two or three customers at a time in case of a rush. It requires great tact and dexterity to do this without neglecting and offending one or more, and perhaps the very one you neglect may prove to be the very best.—Dry Goods Chronicle.

SUBSCRIBE for ART IN ADVERTISING, \$1.00 per year in advance.



# Mutual Reserve Fund Life Home office: Association Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, Founder F. A. BURNHAM, President

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

# THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 14 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,500 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly **60 per cent**.

PER CENT. DIVIDEND SAVEDIN PREMIUMS

"A bird in hand is worth two in the bush."

MILLION **DOLLARS** SAVED IN PREMIUMS

The Mutual Reserve, by reducing the rates to harmonize with the amount required for peath Claims, and by judicious economy in expenses of management, has already saved its policyholders over forty million dollars in premiums.

**DOLLARS** SAVED IN PREMIUMS

" A bird in hand is worth two in the hush

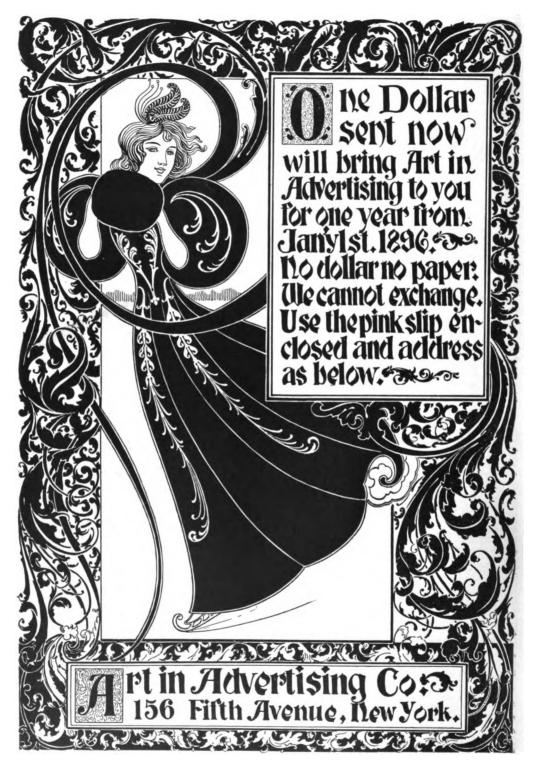
MUTUAL RESERVE BUILDING

#### 1881 THE ELOQUENCE OF RESULTS 1805 No. of POLICIES IN FORCE, over 100.000 NO. OF PULICIES IN FURCE, over interest income, annually, exceeds Bi-Conthly income exceeds RESERVE Emergency Fund exceeds Death Claims paid, over New Business received in 1894, over INSURANCE IN FORCE exceeds \$135,000 3,633,000 23,000,000 81,000,000 300.000.000

# **EXCELLENT POSITIONS OPEN**

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.



# THE FORUM

III FIFTH AVENUE

**NEW YORK** 

The men who write for **The Forum** include the best economic thinkers, financial experts, and captains of industry. When a great business crisis occurs, or tariff complications arise, or a financial heresy is to be stamped out, or some great scheme of public works is to be brought to popular notice, the men whose opinions determine public action state them in **The Forum**. Its discussions of political, educational, and labor problems appeal to the citizens as distinguished from the purely business man. In addition, **The Forum** gives space to religion, literature, music, art, and the drama; and these topics, together with articles by women, for women, about women, make its pages interesting and instructive to all members of the family.

A year's reading of The Forum is a liberal education.

Its price—25 cents a copy; \$3.00 a year—commends it to all purses, and makes it the cheapest Review in the world.

Very truly yours,

THE FORUM PUBLISHING CO.

# **ENLARGED EDITION**



"Modernized Advertising"

BY BINNER

# Third Edition of

"MODERNIZED ADVERTISING,"
NOW IN PRESS, WILL BE PUB-LISHED ON A LARGER SCALE AND CONTAIN ADDITIONAL MODERN AND UP-TO-DATE DESIGNS.

OF INTEREST TO ALL ADVERTISERS

SENT ONLY ON RECEIPT OF TEN CENTS U. S. POSTAGE

BINNER, ILLUSTRATOR & ENGRAVER

CHICAGO

# Illustrated Ideas Wanted

Applicable to any business. Address "CASH," care ART IN Advenue, New York ... ... ... ...

# POPULAR MEDIUMS.

# MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston, Circulation over 3,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

# Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 13,000 daily. One-ninth cent per line per thousand.

#### Boston.

AMERICAN CITIZEN, Boston. Leading A. P. A. paper. 18,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

# ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

# ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

# MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 8,000. Largest, most enterprising, third richest county in America.

#### COLORADO.—Denver.

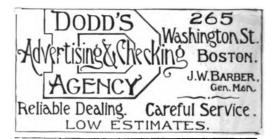
THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

# CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

# Advertising Experts.

"The best papers pay best. Write Parvin's Adver-



ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year, in advance.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Volume IX., from March, 1894, to February, 1895, bound in cloth, price \$2.00, will be ready for delivery on the 15th inst.

Address all communications to

ART IN ADVERTISING CO.
156 Fifth Avenue, New York.

- -------

# WANTS.

\$100.00 in cash prizes for the best advertisement of our wash embroidery silks. Full particulars on application. Address
THE BRAINERD & ARMSTRONG Co.,
Union St., New London, Conn.

## TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. BECKWITH, Eastern Agent, 48 Tribune Bldg., N.Y.

# Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

# NEW YORK.—Albany.

ALBANY, N.Y., TIMES-UNION has more subscribers than all the other dallies combined.

# New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for copy and rates.
D. T. MALLETT, Pub., B'way & Chambers St., N. Y.

# PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION. Combined list of 65 Church MAGAZINES. 85,000 copies into the homes of good families. Phila., New York, Boston and Chicago Churches.

TABLE TALK, circulation 28,000. Best for Household Goods.

THE MEDICAL WORLD. Circulation over 25,000 copies. Best medium to the medical profession.

### OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily Sunday, Weekly.











) connection with general engraving and printing, in cluding the mechanical exe cution of thirty weekly and monthly periodicals, we are now filling orders for compo sition and electrotypes of ad vertisements for use in daily vavers. weeklies, magazines. We believe that the general advertiser will find it advan tageous to test our ability, and we solicit a trial order or an opportunity to quote prices. Che Winthrop Press. N. Y.



### THE WORLD'S SUPREMACY

eATTESTED by Ex-Gov. ROSWELL P. FLOWER; President ELLIS H. ROBERTS, of the Franklin National Bank; Mayor SCHIEREN, of Brooklyn; Mayor WANSER of Jersey City, and Mr. BRENT GOOD, one of the largest advertisers in the country.

New York, December 5, 1895.

After a full examination of the WORLD'S circulation books, preas-room reports, mail-room reports, paper companies' bills for amount of paper furnished, orders from news companies and newsdealers, deliveries to Post Office and Express Companies, cash receipts and bank deposits, we find that the average circulation of THE WORLD (Morning and Evening Editions) for the month of November, 1895, was 581,937 per day, and that the circulation of the SUNDAY WORLD (there is no Evening Edition on Sundays) for November was as follows:--

Brent Good

Ellis H. Robato ( D. J. Wanser

## THE WORLD

Pulitzer Building, New York



THE

# **PROCLAMATION**

OF

#### "YOUR GOODS"

with paint in any market seems a simple enough proposition. ALL of any population must know and remember "Your Goods" constantly when same are placed in absolute, continuous command of the main streets of their city.

## BUT here are three points for DEEPER THOUGHT

(1) The advertising effect that's in THE LOCATION OF THE DISPLAYS . . .

- (2) The advertising effect that's in HIGH GRADE OF SKILL IN THE WORK AND UNIFORMITY THEREOF
- (3) The advertising effect that's in THE CONTINUED PROTECTION AGAINST MARAUDERS OF ALL SPACES PAINTED FOR YOU

Upon these points no investigator can afford to take chances. A deliberate, intelligent investigation will reveal to any investor quite plainly WHY the ONLY CERTAINTY on these vital points is to be had through the Perfected Service of

#### THE R. J. GUNNING COMPANY

Executive Offices: No. 289 Wabash Ave., Chicago

Permanent Display Advertisers

THE WINTHROP PRESS, 32-34 LAFAYETTE PLACE, NEW YORK.

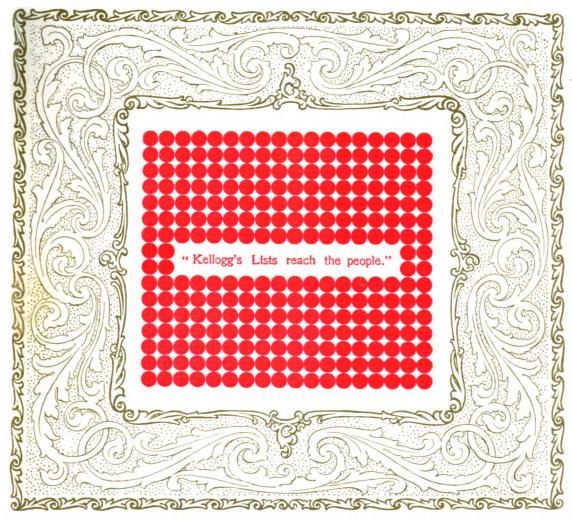
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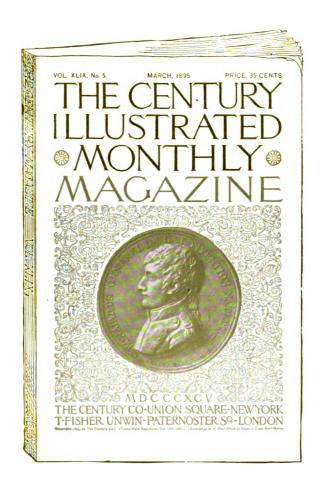
10 Cents a Copy

\$1.00 a Year

# ART IN SARANGE ADVERTISING



PUBLISHED AT 156 FIFTH AVE., NEW YORK



Entered at the Post Office at New York as second-class matter.

VOL. X.

FEBRUARY, 1896.

No. 12.

Published by The Art in Advertising Co.

156 Fifth Avenuk, New York.
CHICAGO OFFICE, New York Life Building.

H. C. Brown, President. Herbert W. Groser, Bus. Mgr.

E. L. Sylvester, Editor.
Copyright. All rights reserved.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

THERE is no forcing process for building up a circulation that can be permanently depended on. All temporary expedients based on this principle are, sooner or later, apt to re-act at a loss. The first and paramount thing is to print a steadily progressive and reliable journal, of such merit that, being once seen and read, it will create a demand for the next number.—ART IN ADVERTISING, 1893, 1893, 1894, 1895, and all the time.

This is the old creed of ART in Advertising. We are glad to see that the publishing world is coming to its senses. News reaches us from Chicago that hereafter no fake scheme will be employed to boom circulation. This ends coupons, guessing schemes, bean-jar attachments, mystery humbugs, and all the rest of the wretchedness which has been masquerading as dignified business.

It may probably surprise some publishers to know that a daily paper is a daily necessity—that it would be sold without fakes just the same as with them.

THE New York Sun and the Evening Post in New York, were alone left uncontaminated by the coupon craze, gift enterprises, guessing contests, etc., etc Does any one suppose that their circulation has suffered by this conservative policy?

WHAT a queer idea Mr. Dana has, after all, regarding journalism. He actually believes that the way to make a successful journal is to make a good paper. He doesn't care what else he has so long as he has a good number every day. He is so wretchedly stupid in business matters that he doesn't even employ canvassers in the ad. department.

THERE is printed on another page of this issue of ART IN ADVERTISING a reproduction of an old lithograph, which is something of a curiosity. This lithograph was made by the old firm of Sarony, Major & Knapp, "at the Fair of the American Institute, Palace Garden, October and November, 1859," as stated on the original; and the Dixon people claim that this is the first lithographic advertisement ever used in this country. It was drawn by Sarony himself, on the stone, and Knapp's own hands printed it.

Of the famous trio which composed this firm, Napoleon Sarony is the only one left, and his fame rests principally upon his skill and success as a photographer of celebrities. Knapp made his millions, but is gone. Major—well, he didn't quite make millions, but he helped make a city, which is more. He has also gone to his reward.

THE bicycle manufacturers who were not represented in the recent cycle show were probably as conspicuous by their absence, and consequently as well advertised—as they would have been by their presence.



NOMEBODY made the remark the other day that Kissam can't sell a dollar's worth of street car space at a price unsatisfactory to Wineburgh. Shortly before this remark was made, one of Kissam's principal customers stopped in for George on his way up to the Hardware Club. Being on the most intimate terms, he passed directly to the private office, ignoring the cordon of special police that Kissam keeps to protect him from the mob of ex-bill stickers, etc., who come in to touch their oldtime associate for a V-spot. Imagine this customer's surprise to find Wineburgh and Kissam sitting down together with a bottle of Irroy between them! He was so taken back that he couldn't even stammer an apology for his illtimed intrusion. He was still suffering from the shock when he joined our table, and couldn't restrain himself till he had related the whole incident.

"That's nothing," I remarked. "Did you hear about the Washington cars?"

- "No. What about them?"
- "Why, Wineburgh's got 'em."
- "The deuce you say. Well, he must be a bird. Carleton & Kissam have tried for ten years to get them. I made them a standing offer for space if they ever secured the lease. Well, well. And so Wineburgh's got 'em, has he? If Billy had been living, that never would have happened."

"Maybe not." I said. "Anyhow Billy's dead and Wineburgh's got the cars."

This advertiser was a great friend of Carleton's, and though Wineburgh was playing ball with Billy all over the lot when he was alive, it pleases him to ascribe Billy's hard luck to ill-health. However, he doesn't know how to

regard the situation, but seems to share in the general view that Wineburgh is so completely master of the situation that George is out as clay, common red Jersey clay, in the hands of the brickmaker.

Whether Wineburgh allowed Kissam to trade off so much of his valuable car space for space in an advertising publication, we do not know. We presume not. Wineburgh hates crazy deals as much as any one living. He would rather have his cars go empty than give his space away. When he wants to do any advertising, which is very seldom, he puts up his cold cash. And if you want any of his space he makes you put up. That's business, and it likewise illustrates the leading characteristics of the two men, or rather the master and the man.

There is nothing startlingly new in street car signs. Lawn tennis at the Neighborhood Club is at a standstill for the present, consequently Harry Ayer is tending a little to business. Nothing else is stirring. But the year promises well, as the method seems to be fairly successful.

Since the advent of Mr. Wilfred Patterson, late of the Philadelphia Ledger, to the post of business manager of the Boston Herald, many changes have been inaugurated in the policy of the Herald. Perhaps the most significant move has been the withdrawal of the Herald from the Publishers' Association in Boston. This is the stupid organization, a counterpart of which exists in nearly every city in the Union, which has for its prime motive an agreement not to advertise. If a Boston paper desires to exploit itself it must do it by means of circulars, which it unsparingly derides when adopted by any other of its customers. In addition to this it may use its own

columns to print a comparative table with some other period, more or less remote, by which an amazing gain in business is always held up to the admiration of the uninitiated. Beyond this these enterprising publishers dare not go. Now The Herald will do as it all this is changed. pleases, and the first step in the new departure is shown in the selection of the Boston street cars as an avenue of reaching the public. Mr. Patterson has contracted for a double space in the West End cars, which practically cover Boston, and will startle the staid old community with bright, modern up-to-date schemes for attracting circulation and business to his paper.

This is a radical departure, and clearly demonstrates that Mr. Patterson is going to lay out plans for himself independent of custom or tra-As the Boston surface cars last year carried within eight millions of the number carried by the entire elevated system in New York, the wisdom of the choice can be appreciated.

The street cars in Boston are peculiarly fitted for advertising purposes. They are all extra large, are well lighted-brilliantly so at nightand are kept scrupulously clean. The cards are excellently designed, and nearly every one has a special design. The whole thing is admirably handled, and reflects great credit on Wineburgh or whoever has the details in

Kissam used to say that Wineburgh paid a ruinous price for the Boston cars. As he paid about \$52,000 for the entire system, and Kissam paid within a few thousand of that price for his wretched old Brooklyn Elevated, either Kissam paid too much for his, or Wineburgh got his for practically nothing. The one earns about 100 m net and the other 100 m nit.

The Big Five, as the Wineburgh boys are called, are having lots of fun in Boston, Baltimore, and Washington.

#### CORRESPONDENCE.

New York, January 15, 1896.

Editor ART IN ADVERTISING.

DEAR SIR: Your January issue has arrived at last; late but very welcome, as usual. There are always good things

in it, which probably is not news to you, but then if you are human (and editors are human, I suppose, though they are more often heard about than seen), you are not likely to object to being told that your good things are appreciated.

There was one little thing in this current number which specially interested, or rather amused me, and I think you just struck a true chord of satire in it. I refer to "In the Ad. Field, with Apologies to the First Mistake and the News-paper Fakir." Of course everyone understands the refereach other in their endeavor to publications, which vie with each other in their endeavor to publish their absurd items supposed to be "tips" for the advertising man. I wonder if any one ever takes these items seriously, and whether it ever happens that by chance these "tips" are of any practical value. It is one of the weekly jokes with us to have some one in the office read these precious bits of advance some one in the omce read these precious bits of advance information and to speculate as to who is going to call on us next after business that we never heard of and tell us he is working on a "tip" derived from one of these weekly "journals for journalists." But seriously, these items are of very little use. In a large proportion of cases they are entirely wrong, or else just so far wrong as to be entirely mislanding. And when they are correct the information. misleading. And when they are correct the information they convey has been known for some time previously to every one of any importance in the fraternity value, for instance, would it be to know that Rowell controls the Ripans business; or that the entire appropriation for advertising "No-to-bac" had been placed in the hands of Lord & Thomas, and some of these items are just about as fresh to the average advertising man as would be those that I have mentioned.

Good luck to our worthy friends' publications-long may they wave! But I fear if they depend largely for their life upon the value of their advance advertising information,

they will not reach old age.

GENERAL AGENT.

New York, January 20, 1896.

Editor ART IN ADVERTISING.

DEAR SIR: In the January number of ART IN ADVERTISING there appears under the head of "Random Notes" an article relative to the keenness of Schloss, the photographer, in keeping mum when any of his copyrighted pictures are used for advertising purposes, his say-nothing qualities, lasting only until the advertisement appears.

lasting only until the advertisement appears.
While all you print may be true, the reference to the Ladies' Home Journal is entirely incorrect. We did print the photograph of Cissy Fitzgerald in the advertisement of "Cheveret," but the agent who handled the "Cheveret" business furnished us with the written consent of the photographer, allowing us to print the picture of Miss Fitzgerald, and the consent was given to us the day following receivt of copy and long before the Journal, went to receipt of copy, and long before the Journal went to press.

> Yours truly. E. W. SPAULDING, Manager, New York Office.

> > NEW YORK, January 31, 1896.

Editor ART IN ADVERTISING.

DEAR SIR:

By the way, I was accused two or three times of writing that very clever skit on the Ad. Field, that appeared in your recent issue; of course, in my innocence, I could easily defend myself. It has caused a lot of fun. The other papers which you "quote" from, have so many misleading items that I do not blame you for getting in at them under the fifth rib.

H. P. HUBBARD.



THERE are few men in the advertising business who are possessed of a more unique personality than Mr. C. S. Houghtaling, better known to fame as Hote the Sign Man. In response to an inquiry from a representative of ART IN ADVERTISING concerning his career, Hote remarked:

"How did I come to go into this business? Well, I was lured away from the ministry. I commenced during the War. I followed the Union Army on the March to the Sea, painting Drake's Plantation Bitters ST-1860—X, all along the route. I was the first man to enter Richmond. I'm going to run for Congress this fall, and the Boys in Blue are with me to a man. Hote's going to get his name up alongside G. Washington, A. Lincoln, John Kelly and Grant? Ah!"

"How old were you then?" ventured the reporter, wondering how a man who was hardly born when the war broke out could follow an army painting signs.

"I used to run a paper," continued Hote, ignoring the reporter's question, "called the Bill-poster or some such name. It was hot after the fakir. And that reminds me, I was fired out of the National Bill-posters' Association the other day. Hear about it?"

"Yes, I heard about it."

"Well. That's all right. Ah! This is no new game for me. I've been up against these guys many a moon. Ah! There was a fellow in Memphis once that I had a great scrap with. I sent a hundred thousand one-sheet stands down there by way of New Orleans. They were loaded in a river steamboat at New Orleans and from there taken up to Memphis. Well, when the boat struck Memphis she took fire and burned to the water's edge. But I got a bill from the billposter for putting up the paper just the same. Ah! I paid him three thousand

dollars net. I mean nit. And then I opened on him in the paper. Oh! My! But that was fine. I started the article with scare heads an inch deep like this:

MEMPHIS IS WIDE OPEN FOR A BILL-POSTER.

NORTON'S A THIEF-

and so forth. Sam Pratt struck the town shortly after. Yow know Sam, don't you? He's A. Van Beuren & Co. He's smooth—Sam is. Ever get up along side of Sam? Ah! Well, you oughter. Well, Sam struck Norton just after he got my paper, and Norton was cussin' in eleven different languages, including Mississippi Steamboat. Ever hear a man cuss in Mississippi Steamboat? Well, you missed half your life. Ah! Say—but Norton was hot. But he didn't get my dough. Not a little bit.

"In those days painting and posting were done on a different basis. It was pretty much like street-car advertising as it then existed. Neither of them had anybody engaged in it in a legitimate way, and most of the signs were painted on the sky, and the paper was stuck on the clouds."

"How about your expulsion from the Bill-posters' Association, Mr. Houghtaling?"

"Oh! that. I don't know the exact cause of that, though I think a speech I delivered some time ago at the annual convention had something to do with it." The speech in question ran something like this, as near as the reporter remembers:

"You Jim Crow bill-posters make me tired. I go out, chase a car wheel from New York to Boston, to Philadelphia, to Baltimore, to Chicago. I get a man to order some sheets and I print 'em. You fellows sit around the stove whittling and swapping stories. When the fire

gets low you stick in some more posters. When the posters give out you send me a bill. You want to give me 10 per cent. commission. I want half or nothing"

"I don't wonder the bill-posters got quit of you," remarked the reporter.

"They haven't. That's the joke of it. I can get along without them, but they can't get along without me Ah! I'll give 'em all the dinky dink. Ah!"

"What's that story about Warner's safes?"

"That was a pretty good one on the old man. I made a contract with Warner, after sasshaying around the hotel for about a week, by which I was to do some painting and take part of my pay in safes. I was to be charged by the red price list. Warner had two price lists-a red one and a blue one. The red one had the long figures and the blue one the short. The difference was about 100 per cent. My safes were to apply on the painting. Well, I couldn't give away these darned safes at first. When I'd stick a safe at a man, he'd offer me \$20 to take out the one he had. Didn't care what I did with it so long as I took it away. Then I thought of the opulent bill poster. But, alas, my contract didn't apply to posting. However, I thought I saw a way out, and I suggested to the old man that he take out his rake-off in safes on the Posting account, and not on the painting. Then I got the blue list where the red one ought to be and got a bill on the short rate. I shipped my paper and a safe at the same time, and told the bill sticker he could have the safe if he posted the paper. I sent enough paper to give me a good profit, even on the red list, and got my dough from Warner in good, cold stuff. Ah! When I offered to take some more safes, the old man took a tumble."

Mr. Houghtaling is perhaps the most widely known sign man the business has yet produced. If an advertising man happens to be in a town looking over the ground the local bill-poster is sure to smell him, and his invariable mode of introduction is, "My name's Brown. I'm a bill-poster. I used to work for Hote."

Mr. Houghtaling has been a leading factor in placing the business of outdoor display on a tangible and legitimate basis. He has demonstrated that an advertiser can prove his purchase of paint or paper on a thorough, systematic, business-



C. S. HOUGHTALING.

like basis. He is more proud of his sobriquet, "Honest Old Hote," than he is of his handsome brownstone front uptown in New York, or his reputation as one of the most original and remarkable men that have ever appeared in the advertising arena of this or any other country. His customers are among the shrewdest and most successful men in the business. Hote has frequently advertised himself as a millionaire. He could with entire propriety advertise. "I am not only a millionaire, but I make them."

Hote plays ball at 3 Park Place, New York, 28 Holborn Viaduct, London, and 33 State street, Chicago.

THAT it takes many men of many minds to make up this poor world of ours, is no more strikingly illustrated than in this same business of which I am now writing. Of exactly opposite characteristics and of an entirely different manner is Mr. Robert Gunning, of Chicago, whose famous "Gunning System" is known to the trade everywhere. Mr. Gunning's success has been achieved on lines wholly dissimilar from those followed by any other concern in the field, and yet they have been equally successful.

Mr. Gunning is more serious and talks for Western business with consummate skill. It seems utterly impossible in this business for a man to hedge himself around with any sort of dignity, but Mr. Gunning, being a man of large build, manages to maintain a reserve that is a good thing not only for himself, but for the business in general.

Mr. Gunning's great system of bulletin boards in the city of Chicago has no counterpart in any other town, and the perfect service rendered by this means has been of excellent result to the advertiser. The service is not a hit-or-miss chance, but a perfectly well-rounded, welldeveloped plan. It insures the best results and protects the advertiser against bad locations, poor material and "skimpy" work. foot of work is carefully laid out, and it is so described that checking is a certainty. At the close of each day's work a telegraphic report is made of the towns finished that date and transmitted to the customer. This is an admirable plan and is in operation in the entire system controlled by the Gunning Company and has contributed in no small degree to the confidence which the advertiser now feels in outdoor displays. Undoubtedly this important branch of advertising still suffers in a measure from the bad reputation acquired in years long since past. Yet the situation to-day is immensely improved. Men like Gunning, Hote, Pratt, Gude, and others have invested large capital in the business, can offer the advertiser an excellent showing through the selected locations which they have erected permanently, and, what is more important, the display is now arranged in such a manner as to afford the customer as much evidence in the checking of his account as any well-regulated newspaper office provides. The old time bill-poster has gone the way of the old-time circus man. He belongs to other days. Billboard advertising and sign painting are now conducted on an entirely responsible basis. Vast capital is engaged in the enterprise, and the customer has the same protection as exists in any other avenue of publicity.

MR. SAMUEL PRATT, who is manager and part owner of the business conducted under the well-known name of A. Van Beuren & Co., is a man of perhaps 40 years of age. In many respects the

locations owned and controlled by Van Beuren & Co. are the best corners in New York City. Mr. Pratt has been many years in the business. and when he can't get a corner space, buys the lot all himself and sublets the advertising rights to A. Van Beuren & Co. There are few men in the trade who enjoy greater popularity, and he has done much to make a good show in New York City available to the advertiser. Not long ago we printed a number of views, taken from life, showing the general character of the work done by Mr. Pratt's firm, and it was commented upon at the time as being a most interesting exhibit. The peculiar arrangement of New York City itself does not admit of much display in the region below the Park, yet there is no lack of position for short periods. But a permanent display is a matter of careful selection and infinite labor, and is of unusual value when once secured.

Mr. Pratt differs widely from Hote and Gunning, but is afflicted with a front name which is a perpetual menace to dignity. It immediately invites chumminess and sociability. Mr. Pratt wears very good clothes of a very unobtrusive pattern. And they fit him. This may seem a trifling detail, but when one recalls the wonderful creations in hats, corduroy vests and diamonds, commonly purchased by these knights of the brush, one can appreciate the wonderful self-control attained by Mr. Pratt.

ANOTHER enterprising young man, who seems destined to make his mark as an outdoor display artist, is Mr. O. J. Gude. Mr. Gude is better known to the great outside world as the genius who decorated the country some years ago, on behalf of Pearline, with some of the most remarkable and gorgeous sunsets, marines, landscapes, Washing-Maids-Easier and settry, ever put out on this beautiful planet of ours since the creation. Gude is the dude of the He wears his hair à la pompadour; colored shirts in forest green, old gold and magenta; wide sleeve cuffs, from which dangle two beautifully chased links, each set with 60 diamonds. It is rumored in club circles that he aspires to light spats of the exact hue worn by Mr. J. Tolman Pyle, but the rumor lacks confirmation. "How do you get on these shirts?" a man asked Mr. Gude one day. "Easy enough," said Gude, "I just slip 'em over my head." "I

know that," said the man, "but how do you slip them over your nerve?"

But Mr. Gude is a very clever young fellow and has a great pull with the grocers. He has a permanent bulletin scheme by which he controls sign boards adjoining groceries in all parts of the country. This constitutes a permanent display of the most valuable sort, and young Gude is smart enough to see that his customers' interests are well protected.

Of late years a number of other men have entered the field. In the uptown district L. La Tour & Co. seem to be the most enterprising firm. I notice their imprint on many of the signs seen from the Central Railroad as it enters the city. Another young man who is making considerable progress is Mr. Harry Munson. I notice the name of Frank T. Jones occasionally. The field seems to be an attractive one, and despite the fierce competition, fairly lucrative. All the men we have spoken of are capable, energetic, successful business men. It is not an



O. J. GUDE.



R. J. GUNNING.

easy road, and the men who fall by the way are numerous.

It is, however, a matter of congratulation that the business has attained a standing and a dignity that seemed for the time being to be wholly beyond expectation. As it is only in its infancy and the returns so far seem to be good, there is every reason to expect that the future holds a more promising career for the bill-poster and sign-painter than was ever anticipated.

WHERE are the sign-making and bill-posting men who operate in the vicinity of Buffalo? A few miles west of Buffalo, and stretched out along a considerable line of country, between the tracks of the Lake Shore and of the Nickel-Plate roads, are hundreds of yards of fencing, whose advertising possibilities are wasted "on the desert air." Not an ad. of any kind appears on these long stretches of fencing, and it is difficult for the uninitiated to realize what they were erected for. Yet, there they stand, a crying reproach to the enterprise of our usually hustling "gettheres" among the votaries of broad publicity.

Get a hustle on, ye knights of the brush. Get your name up (or the other fellow's).



#### BILL-POSTING IN NEW YORK.

AN INTERVIEW WITH SAMUEL PRATT, OF A, VAN BEUREN & CO.

HAD an interesting talk with Samuel Pratt the other day, about bill-posting, at which time I asked him to tell me something about modern methods in this branch of advertising.

"It is not so very many years ago that the billposting business was almost disreputable," said Mr. Pratt: "when to say that a man was a billposter was almost as bad as to call him a dogcatcher. In those days it was really not a business at all - that is, there was no such thing as system in it. A man walked around with a canvas bag on his back, with his sheets, a pail of paste and a brush, and slapped up his bills wherever he got a chance. If you put your bills into a man's hands you never knew whether they were going to be put up or not. There was no such thing as a list or a route. You simply took your chances. The posting was done largely at night, as the chances of interference were less. If rival posters met—as they frequently did—there was pretty apt to be a fight, for they were tough characters in those days, I can tell you.

"There was a concern in Brooklyn which did a pretty large business in posting, and was really one of the first to attempt to systematize the business. This was Kenny & Murphy, and they were pretty well known as posters over there. Well, that man Kenny was a hard character; he finally killed a man on a street car and then put an end to his own life in Raymond Street Jail. But things are very different now, and bill-posting is just as clean and legitimate a business as any in the country."

"Now, Mr. Pratt, you are probably pretty well posted on the history of the transition of this business in New York from the condition you describe to its present proportions, and I would like to have you briefly outline, for the benefit of the readers of ART IN ADVERTISING, how this change came about."

"Well, it has all come about within the last twenty-one years. The firm of Elsworth, Van Beuren & Street were the first to make any serious attempt to put the business on a legitimate and systematic basis. The members of this original bill-posting firm were all connected with the firm of Street &

Smith, who were publishers of the New York Weekly. In those days Robert Bonner, who, as you know, was a great and original advertiser, was doing a lot of advertising for the Ledger. He was posting the city with paper, distributing millions of sample copies with the first chapters of thrilling stories, and was and had been doing an immense amount of newspaper advertising.

"Well, Street & Smith, with the Weekly, were his principal competitors in the business, and they were employing about the same methods. Mr. Van Beuren had charge of the distribution of their papers; he was a sort of 'circulation manager,' and a large part of his work was the distribution of the sample copies. Mr. Elsworth used to handle their posters, with announcements of new stories and so forth, and he conceived the idea that a business might be made out of it. So he interested Mr. Van Beuren, and they, with a son of Mr. Street, formed the firm of Elsworth, Van Beuren & Street, the original bill-posting firm of New York. They opened an office at 162 East 126th street, and it At first they operated only above is there yet. Fifty-ninth street, and they made money from the start. They afterward opened a branch office in Rose street, opposite Street & Smith's. They got the business down to a system; leased privileges, had a definite list to offer customers, and put up the bills, and left them up, after they were ordered.

"At the death of Mr. Elsworth, the business was continued for a long time by Mr. Van Beuren alone; then Harry Munson came in, and he looked after the details while Van Beuren acted as general manager. Mr. Munson had been a bill-poster and understood the business thoroughly. When he left the concern five years ago he started a business of his own, and has it still. About eight years ago I came into the business. I had been connected with the business of J. C. Ayer & Co., of Lowell, Mass., and also with Tarrant & Co., of New York, looking after their posting and sign-painting work, and had done business with all the principal billposters of the country. So it was no new thing to me."

"Can you tell me something about the way

the business is conducted now? For instance, how do you avoid trouble among the men of rival concerns?"

"Well, that is all regulated now. The local bill-posting concerns have an understanding between each other. We have an established rate of charges, we each have our own stands, under lease or otherwise, and these are respected. There is no clash or trouble of any kind, only a perfectly healthy and legitimate competition for business. Our idea is to develop the business generally, and not to run each other out. As I said, we each have our regular 'stands,' as they are called, and one of the principal tricks in the business is to secure good and desirable locations. For instance, if I could secure all the desirable stands in any particular locality, I would of course have a monopoly of all business in that section. We have regular routes, and the city is divided into sections. There is a foreman for each section and he has a certain number of men to cover his territory. They work in pairs, go over the route in wagons, and the work is of such a character now, with the large posters that are used, that it requires a certain skill and experience to do proper work. The men are a good class of workmen and earn pretty good wages. We also have inspectors whose work is entirely separate from the posters, and the two never come in contact. It is the duty of the inspector to go over his whole route regularly within a certain time. He has a list of what posters go up and where they belong. If any are missing or posted in wrong positions he reports the fact immediately, and the men are sent to rectify the order. In case of a storm which washes off the paper, they are immediately restored. Contracts are made for a certain time, from a week up to fifty-two weeks, and generally about twenty-five per cent. of extra paper is allowed for renewing each month.

"In our business we cover not only New York City, but adjacent towns and country territory; north as far as Rye; in New Jersey we take in Newark, the Oranges and other nearby places, and also go out a few miles on Long Island. The other New York concerns, such as Munson, Reagan & Clark, etc., confine their efforts to the city alone.

"We pay pretty high rentals for some spaces. For instance, at the junction of Lenox avenue

and 125th street we have a double-decker stand that costs us \$1,000 a year. But it is a good location. Then we have the fences inclosing the vacant lots at Broadway and Thirty-seventh street, which we leased originally for a comparatively small sum, but it has risen regularly till now we pay \$5,000 a year. It does not pay at this price, but it is the choicest bit of space in New York, especially for theatrical bills, and we are glad to have it for what it brings us in business for other localities. Then we work in harmony with the principal sign people, such as La Tour and the New York Advertising Sign Company. They lease space of us and we lease of them. When we have any signwork to do, as we frequently do, we get one of them to do it for us."

"I believe you have a Bill Posters' Association, Mr. Pratt; can you tell me anything about that?"

"Yes, there is a national association, made up of state associations. It is a close society, and only one concern in each city or locality is a member. It is like any other trade organization in its purpose and scope, and is very flourishing. It regulates the business, keeps us together, and prevents trouble between the different sections."

"I understand there has recently been some trouble in the association, with the inimitable 'Hote' and O. J. Gude, and that they were expelled. Is this right?"

"Well, it was this way; both Houghtaling and Gude were members of the New York State association, and so affiliated with the national. They were what we called 'soliciting members'; their business is not, strictly speaking, bill posting. They are contractors; they make designs, cuts, get up the posters, paint signs. etc., and their principal interest is in painting signs. Their bill-posting they simply let out tothe local posters, and get a commission. The National Association has a regular representative in New York, Mr. Edward A. Stahlbrodt, whose business it is to look after contracts covering the country, and distribute the work among the various members. Mr. Houghtaling came into conflict with the association by favoring a non-affiliated bill-poster in Chicago, to whom he gave his Chicago work, and the rule of the association is, of course, that this must go into the hands of a member. The member in Chicago is the American Adv. and Bill Posting Co., composed of R. C. Campbell and Burr Robbins, the latter a millionaire ex-circus owner. They made a complaint to the association about Houghtaling, and there was also a similar complaint from St. Louis, where R. J. Gunning owns the bill-posting business. At a meeting in Cincinnati, on January 6, this matter was brought up, and Houghtaling was dropped.

"O. J. Gude was dropped the same day. He had been admitted into the national association, but the New York association had refused him membership because he was not really a bill poster. As no one can be a member of the national except through the state organization, the association was obliged to drop him. A resolution was passed doing away with 'soliciting members,' and now every member is practically a solicitor."

"I am much obliged for your information, Mr. Pratt. I am sure it will make interesting reading. You have convinced me that bill-posting is a well-organized and well-regulated business."

"There is no doubt about it. The days of the bill-poster of the dog-catcher pattern are past. It is now a large and important industry, conducted on the best and most business-like lines. And what's more, it is growing, as advertisers appreciate more and more the importance and value of poster advertising."

ALBERT WILSON.

#### CONTRACTS AND (?)

A DVERTISING agents and lawyers usually have the ability to do odd things cleverly.

One of the most interesting that the agent does is to draw up contracts that are contracts, and contracts that are not. One is often lost in admiration at the ability shown.

A ponderous "yearly contract (?)" was shown me the other day by a solicitor, as an argument why I should use his paper. He pointed with pride to the ponderous "\$—— net for one year" of the contract. (The rate was two cents a line more than I had paid for space in the paper without a contract.) The contract discussed read very smoothly to the final line. That last line was a wonder. It read:

"We furthermore agree to allow space to be increased or decreased at pro-rate rates, or discontinued at any time desired."

The underscoring is mine.

It is not my custom to make comments about contracts, or rates made by or quoted by other people, to the parties interested—so I returned the "yearly contract (?)" without remarks. In my opinion it was not worth the paper it was written on—to the newspaper. And yet such contracts are greedily accepted. Why?

MR. H. D. LA COSTE, special agent, with a good list of papers, has recently added the *Evening Telegram*, of Superior, Wis. Mr. La Caste is one of that ever-increasing class of young men who are making important places for themselves in the advertising field.

THE Peoria (Ill.) Herald is another good paper recently added to the list of specials represented by H. D. La Coste, of this city. This is really a resumption of a similar arrangement previously existing but temporarily suspended.

On January 15 the Buffalo Express celebrated the fiftieth anniversary of its birth, and did it very quietly too, and without any particular splurge. To mark the day, however, they printed a fac-simile of the first issue of the paper, and supplied it as a supplement to the regular issue.

A perusal of this old edition reveals many interesting points viewed in the light of the developments of to-day. Some of the advertisements are very curious and make humorous reading. There is very little news in the paper, and the editor apologizes for this on the ground that he has not yet been able to effect exchanges. He has borrowed some of his neighbors, but they have already had their repast from them, and left him little to pick. This is absolutely pathetic.

On the Sunday preceding this date the Express printed a handsomely illustrated souvenir edition with colored covers, which was a credit to the art and mechanical departments, as the Sunday editions of this newspaper usually are.



SAMUEL C. BECKWITH.

R. SAMUEL C. BECKWITH, the widely known special agent, has just finished the work of transforming his business into a regular incorporated company. The new organization succeeds to the business heretofore conducted by Mr. Beckwith, and the new company takes the name of its founder and will be known as the S. C. Beckwith Special Agency. Mr. Beckwith will be president; Mr. R. W. Beckwith, vice-president; Mr. J. T. Beckwith, secretary and treasurer. The two last named are Mr. Beckwith's brothers, and have been identified with him almost since the start. Mr. R. W. Beckwith is resident manager in Chicago. He opened the Chicago office some seven years ago, and

from the first has scored a distinct success. He has made friends and held them. J. T. is the active inside and detail man in the New York office. He is rapid and correct and has marked ability.

The Beckwiths come of good old Maryland stock, and the head of the new company robbed the bar of an able advocate when he abandoned the field of law for the broader field of journalism. Mr. Beckwith comes by his success as the natural result of well-directed effort in a congenial occupation. Mr. George P. Rowell, who is concededly one of the most able, as well as one of the most erratic, men who have graced the profession, is known as an enthusiastic

admirer of Mr. Beckwith's. One night after dinner at his house he surprised Mr. Beckwith by asking him to tell the story of his life, and of his prodigious success. There wasn't much to tell. It was simply the record of patient, painstaking labor. From the time he entered the service of a Baltimore paper the road was slowly but surely pursued, and no stone left unturned to secure the best results for his customers, or the confidence of his papers. Mr. Beckwith has paid his papers over five millions of dollars since his commencement, and in all that time not one of the papers has ever had to wait a moment for its money, nor has there ever been any discrepancies, demurrages, or anything of that sort. No wonder his papers are pleased with him. Work of this kind tells anywhere. If there is one mistake he has made, it is that he pays too promptly. It often spoils a paper.

Mr. Beckwith has a pardonable pride in seeking to perpetuate the name he has done so much to render conspicuous in this business. He is about forty years of age, has a charming home in upper New York, and dresses in faultless taste. His office in New York is a model of good taste, and he has also provided a private room exclusively for the use of his out-of-town visitors. It is "done" in red and white, by Huber, and is a triumph of the decorator's art.

THE season of advertising souvenirs has come and gone, and we are now in possession-or should be in possession-of a collection of calendars, diaries, notebooks, paper-weights, penholders, etc., which is more remarkable for size than quality. When we say we should be in possession of this collection we speak with the reserve engendered by long familiarity with the habits of the office boy, particularly with his penchant for advertising souvenirs. There is nothing too mean, too cheap or too altogether worthless to escape the covetous eye of the office boy. He seems to have a preference for calendars and notebooks which are conspicuously covered with the donor's advertisement, and his first choice in penholders would be a rickety tin affair with the name of a brewery on the handle.

However, we must not find fault with the

"souvenir." The idea is a good one and in many instances most cleverly carried out.

There are souvenirs and souvenirs. Sometimes the office boy doesn't get them.

Most advertisers fail to see the possibilities of the "souvenir" simply because they cannot rid themselves of the notion that to be "good advertising" it must necessarily be covered over with advertising matter. This is a mistake. Let us take for example the memorandum book, which is perhaps the article most commonly used for souvenir purposes. One adevrtiser sends his customer a book of the regulation size and style, but rendered utterly unattractive and useless by the gilt-letter advertisement on its cover and the glaring type matter inserted between the leaves or printed on every page throughout the book. Men, as a rule, are rather fastidious about their notebooks, and not many would want to carry a thing like this. Neither will they be prepossessed in favor of the advertiser who sent it.

On the other hand, another firm sends a book which is quite free from ads., or contains only a small and inconspicuous line, telling from whence it came. There is nothing about the book to indicate that it is an advertising device, and yet it is calculated to leave a better and more lasting impression of the advertiser upon the recipient's mind than would the other book with its conspicuous cover and all-pervading advertisement.

It is the same with calendars. Few people care to use one, no matter how pretty it may be, which is marred by a lot of advertising matter. Nine times out of ten the calendar of this kind is handed over to the office boy or thrown into the waste basket, while we look around for something less commonplace for use on our desk. Now, it is just as effective, so far as the advertising goes, to place such matter on the back of the calendar, or as much out of sight as possible. Then, if your design be an attractive one, you can count upon its being saved and used and also upon its carrying more weight as an advertisement than it otherwise would.





M. M. GILLAM.

#### GILLAM & SHAUGHNESSY.

ERE'S a strong combination.

Manley M. Gillam is now probably one of the best-known advertising men in the country. His talents are not, however, devoted only to the preparation and placing of advertising; as manager of Hilton, Hughes & Co.'s big retail store, he has been in touch with every detail of the establishment, with all that such a position implies. During this season, and especially before the holidays, he has been doing great things in the way of retail advertising and trade-bringing.

ART IN ADVERTISING has before paid its compliments to his talents and they have been much written and talked about elsewhere. He does not need any lengthy introduction to the readers of this journal.

M. J. Shaughnessy is known through his management of the advertising department of Bloomingdale Bros.' retail store. His experience in placing advertising has been very large, and he is probably one of the best informed men in New York on mediums and prices. Such an experience as he has had in buying large amounts of space ought to equip him fully for serving others, now that his services are at the disposal of any one who wants them.

So here is a combination of two men each in the first rank in the particular field of his operations. Mr. Gillam retains his connection with Hilton, Hughes & Co., and acts largely in an advisory capacity in the new firm. Mr. Shaughnessy is the active man and devotes all his time to the firm's interests. Their business is that of a general agency, and they expect to furnish special service in the way of advice and in the preparation of matter, as well as to get up pamphlets, circulars, posters, etc.

## DEPARTMENT OF CHARITIES AND CORRECTION.

R. FRANK G. FULLGRAPH writes to say, "Please spell my name the same way I do—F-u-l-l-g-r-a-f-f." Can't do it, Frank; we like our way best.

THREE or four empty frames are hanging at present in the elevated cars and apparently awaiting the placing of some particular advertisement. The blank white surfaces attract the eye even more surely than the advertisements, and doubtless many a curious passenger has wondered what advertiser will occupy them.



M. J. SHAUGHNESSY.

#### LONDON LETTER.

SOONER or later, though the signs of such an event have not recently been very numerous in English-speaking countries, but still, sooner or later, there can be very little doubt that we shall be confronted in the advertising world with a very large question of organization. To be exact, there are likely to be two organizations, or two types of union—a union of advertisers for the protection of advertising, and another union of newspapers for the defense of rates.

I have long held that advertisers, if they could only break down an insane distrust of one another, might advantageously unite in a sort of loose combination for the attainment of certain common objects—with that of placing the circulation question on a reasonable commercial asis in the foreground. I believe in published circulation—believe in it as a critic, in my small way, of advertising; and believe in it as a journalist. The commonest objection among newspaper men to the declaration of circulation is that false statements are made by some newspaper publishers, and that a truthful statement would be overborne and belittled by the energetic lying of the unscrupulous. As a matter of personal opinion, I quite believe that a good deal of promiscuous word-of-mouth lying is done by solicitors of advertising, not always with, but not always without, the approval of proprietors. But I have yet to come in contact with a responsibly signed and written statement that has been proved false. In any event, the primary objection just above cited would be swept away, if by any means proved circulation were made universal, as a strong combination of advertisers could make it. Some steps were mooted to this end in articles contributed by me to the technical press in London and America, a year or two ago, but hitherto nothing has been done, owing partly to mutual distrust among advertisers themselves, and partly to the supineness of some parties who undertook to move in the matter on my suggestion and had good chances to do so. Such a movement has the recommendation that it would have the support of almost all honest and powerful newspapers, while the only persons aggrieved by it would be circulation liars and fake publishers. If any one sympathizes with this class

I shall be delighted to hear the case for the defense. Advertising media valuable for class and character (papers, I mean, of which the New York Evening Post will be the most familiar type to those who read this) have no reason whatever to fear such a rule. Their value is perfectly well ascertained by advertisers, and no revelation of circulation could shake the approved faith of the latter.

An advertisers' association, if it were wise, would not attempt to regulate rates. It is at first sight a very obvious proposition that no newspaper ought to have more than one scale. But reflection, and a second sight of the conditions, show that there are many considerations which make space let to one advertiser less valuable to him who lets (and therefore righteously salable at lower rates) than to another. It is often complained that big advertisers, even in advertisements that are not individually large, secure lower terms than small men. But a newspaper man might reasonably say that the reputation of extensive advertisers draws business to his paper—that their patronage is more stable than that of others; and might urge other reasons for giving preferred rates. The rates question is, for the present at least, best left to the racking of the market.

NEITHER do I think that newspapers would advantageously combine to raise rates. They combine for other purposes, as we are often told, and not all of these purposes are laudable. But you have only to look at France to see what comes of rate-stiffening combinations. There is something very like a ring in French newspapers. Consequently there are hardly any big advertisements there in the newspapers; the bill posters get them all. French rates are most iniquitously high—at the least double what they ought to be; and the consequence is that art in advertising is absolutely non-existent there, except on the walls, where it exists in a shape to show that France is capable of very big things indeed, if the pig-headed greed of newspapers did not drive business away. Meager and indescribably mean are the newspaper advertisements of the art-center of the world-Paris; and the conseMERVEILLEUSES QUERISONS constatees et publiese par les principaux journaux de Paris et de Province.

# Pilules Pink pour Personnes Pâles

Anémie.
Faiblesse Générale.
Maladies des Femmes.
Flueurs Blanches.
Teint pâle ou blême.

Redonnent la santé dans les cas les plus désespérés.

Nouvel espoir pour les Malades. Nouvelle jeunesse pour les Vieillar Ataxie Locomotrice.
Paralysie.
Sciatique.
Rhumatismes.
Scrofule.



AN AD. THAT COST \$2,500.

quent poverty of French newspapers leads to extreme corruption of the public press. As an instance, the newspapers are regularly subsidized by the railroads to suppress the news of accidents.

Anything in the shape of bold newspaper advertising was almost unknown there until Mr. G. T. Fulford made a plunge with Pink Pills in the shape here shown (in great reduction). He took the entire advertising space (not quite a page) of the *Petit Journal*, for the advertisement that appears as an illustration to this letter. By the time it was set up and

inserted it cost him not much less than £500, or \$2,500; and he has just extended it to other papers. The *Petit Journal* ad. made an unprecedented sensation throughout France (the *Petit Journal* has considerably over a million circulation), and my friend, Mr. J. F. Jones, the chief advertising agent in France, says that the moral effect was incalculable. The same advertisement appears to-day in the *Petit Parisien*, and will give the French another startler. They did not know what advertising on the large scale was before Mr. Fulford showed them.

As a piece of clever art advertising, I think two recent advertisements of Wilson's damasks and other fabrics take a high place. The peacock in full profile has long been familiar; the new view of him, looking from behind a curtain (and it is mainly a curtain advertisement that he thus adorns), is an admirable instance of the way in which a picture made familiar to the public in one shape can be dished up anew in another. The Carter Medicine Company's world-famous Bird-and-Banner block was similarly utilized in a pamphlet used in this country. I do not know whether the book was used in America, but it was called "Mr. Crow, or the Rook's Progress," and was made up of a series of pictures of the famous bird, removed from his perch, and going through a number of adventures. He was excruciatingly human-looking in some of them, particularly in one which represented him at a bachelor party on the eve of his marriage (the bride's appropriate name was "Lalla Rook"), rather overcome by refreshment, to be pulled into shape next morning, of course, by a timely dose of the medicine with which he has so long been associated. Probably every home in England has had one of these pamphlets.

A REMARKABLE periodical work, consisting of a series of colored representations of artistic posters, has been commenced in France under the auspices of the famous printing works, the Imprimerie Chaix. It is under the direction, I believe, of the famous M. Chéret, and another acquaintance of mine, M. Alban Chaix. As a compendium of art-posters nothing could be much more useful, as all are reduced to a uniform size, while the original colors are faithfully preserved. A book on wall posters has just been published in London, but I have not seen, and therefore cannot pronounce upon, it; but half-tone reproductions of posters are seldom satisfactory.

The long-expected Adam's Chewing Gum poster by Faustin is now prominent on all the walls.

London, January 11, 1896.

THE Evening Post, of New York, maintains its supremacy as the medium for publishers' announcements in this field. This is a record of which the Post is justly proud, and it makes

the announcement that during the year 1895 there appeared in the *Post* 81 per cent. more of publishers' advertising than was printed in any other daily paper in the United States.

#### BERNHARD GILLAM.

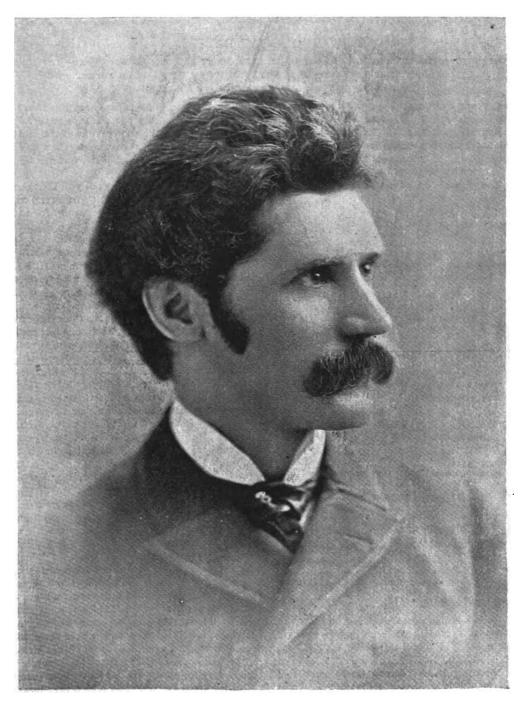
BERNHARD GILLAM, the eminent cartoonist, whose sudden death was recorded in last week's papers, was born in Banbury, Oxfordshire, England, in 1856. When he was still a boy his family came to this country and settled in Brooklyn, where the children attended school. Young Bernhard's father had decided to make a lawyer of him, and after he left the high-school placed him in the office of a Brooklyn lawyer. The boy's wonderful talent for drawing, however, sought so persistently for expression that it soon became evident there was little hope of his making a success of law, and he was permitted to follow his chosen career in his own way.

Mr. Gillam has been connected with several publications in New York City, commencing with Frank Leslie's Weekly, in 1879, and including, later on, Harper's Weekly, the Graphic and Puck. It was not until 1886 that he became identified with Judge. The paper was bought by Messrs. Gillam & Arkell, and its success today is generally and rightly attributed to Bernhard Gillam's splendid work in its art department.

Personally, Mr. Gillam was one of the most lovable of men, enthusiastic, kindly and sensi tive. He married Miss Arkell, a daughter of ex-Senator James Arkell, and sister of his former business partner.

To one of the newspapers Mr. Arkell has made the following statement regarding the future management of /udge:

"You can say that the policy of Gillam in connection with fudge will be followed as near as possible, and the artists of his own selection will carry on the work. His cartoon assistants, who have been scattered, will be brought to the home office—Grant B. Hamilton from Youngstown, Ohio; Eugene Zimmerman from Horseheads, N. Y.; and Fred Victor Gillam from Springfield, L. I. It might be interesting to know that Gillam received a salary of \$25,000 a year and a percentage of the profits from the paper. I have decided to divide this equally among the staff artists who have been with the paper ten years.



BERNHARD GILLAM.

#### THE WOOL-SOAP BABIES.

AN INTERVIEW WITH EDWARD M. RAWORTH, OF CHICAGO, ABOUT ADVERTISING WOOL SOAP—HIS IDEA SUGGESTED ONE OF THE CLEVEREST ADS. OF THE SEASON—A CAMPAIGN OF ADVERTISING WHICH HAS ATTRACTED A GOOD DEAL OF ATTENTION.

In the course of a recent flying visit to Chicago, I called upon Mr. Edward M. Raworth, of Raworth, Schodde & Co., proprietors of Wool Soap, whose picture of two little children in undershirts has become such a familiar ad. in the last few months. I found Mr. Raworth in consultation with an advertising man, and also

Copyrighted.

(My mama used Wool Soap.) (I wish mine had.)

#### Woolens will not shrink if

# Wool Soap

Wool Soap is delicate and refreshing for bath purposes. The best cleanser for household and laundry purposes. Buy a bar at your dealers.

#### RAWORTH, SCHODDE & CO., Makers, CHICAGO.

discovered several others awaiting their turn to divulge to him the merits of their respective mediums. These were speedily disposed of, and Mr. Raworth received me very cordially, as the representative of ART IN ADVERTISING, and very readily consented to tell me all he knew about advertising Wool Soap. I asked him to

tell me about some of his experiences as an advertiser since his putting out what is generally regarded, by people who know, as one of the most fetching and original advertisements that have appeared for a long time. This is what he had to say:

"In the first place, I want to tell you that the reproduction of our cut in ART IN ADVERTISING, some months ago, was a valuable thing for us, as we were just taking legal proceedings against certain people who had appropriated the design for use in their own advertising. Our attorney considered its reproduction in your magazine a good point, as showing its value as an advertisement. And while on this point, I may as well mention that we have been obliged to take legal steps in several cases to protect our right to the exclusive use of this picture. In one instance it was a soap manufacturer in Canada who appropriated our babies, and, in another, a large firm of clothiers in New York which used the illustration in the daily papers. They apologized, to be sure, but that is no recompense to us after the mischief had been done, A number of people have applied to us for the privilege of using it, but we have to decline, as its whole value as an advertising device would be lost so soon as it was used by others.

"Now, to get down to my story, I suppose you would like to hear how this picture of the Wool Soap babies came to be made. It occurred to me that a photograph showing some little children, one with a long shirt and one with a shrunken one, would show at a glance just what we wanted to convey as the feature of Wool Soap. I went to a lady, who is an enthusiastic amateur photographer, and who, by the way, is a relative of a member of our firm, and suggested that she borrow two babies from some institution for the purpose of posing them for a picture. Instead of doing so, she used the children of a friend of hers, and, as they were visiting at her house at the time, she had plenty of opportunity for posing and photographing them to get the desired effect. She took a very large number of negatives in as many different poses



before she was satisfied by the production of the one we are using. So that this half-tone cut, which we use whenever it is possible to use half-tones, is an exact reproduction of the photograph of the babies. These children are twins, and, contrary to the general belief, both are girls. Except for a slight touching up, incidental to the reproduction, the face of the smiling one whose mamma used the right soap, is a correct portrait.

"It did not take us long to discover that we had made a hit with this picture as an ad., so that we have used nothing else since, and run it into every form of advertising we put out. Our trademark, as you see, is this design of a monogram and a sheep on each side of it, with the words Ewes It, and this appears on our wrappers for each cake of soap. But people have identified the soap so thoroughly with the two children, that we have been obliged to print the popular picture on the reverse side of the wrapper with the directions for using. People don't seem to be willing to accept the soap as genuine without the babies. So much for the value of an original and exclusive idea or design in advertising."

I ventured to ask Mr. Raworth for some account of the early beginnings in making and pushing Wool Soap, intimating to him that this would interest the readers of ART IN ADVERTISING, as it was supposed that it had had a rather rapid rise in popularity. This he very readily consented to do.

"Wool Soap was made first in this city [Chicago] by Geo. W. Schodde, now a member of our firm, and still superintending its manufacture. Mr. Schodde inherited the receipt from an old uncle in Germany, and for a number of years made it in a small way for use in a laundry, which he operated especially for the washing of woolens. About September, 1894, he interested the firm of Marshall Field & Co., who made an arrangement to take his entire output, and they disposed of it in their wholesale business through their salesmen, and also sold a little in their retail store. Mr. Schodde had no capital, and he was obliged to use the proceeds of the sale of one box immediately in the purchase of materials for another. And so he went on in this small way, until February, 1895, when I became interested, had faith in its

future, and put capital in the business to push it properly. The first thing I did after forming the partnership, and getting the business started, was to get Marshall Field & Co., to relinquish the exclusive control of the sales, and then made arrangements for its general distribution. We got a good factory, and commenced immediately to make the soap in fairly large quantities.

"The first advertising we did was about the 1st of March, and it consisted of a small poster reading simply Wool Soap, which was posted principally in one section of the city. We then took up some bulletin-board work, which seemed to do pretty fair service, and in May we did our first newspaper advertising in the local papers of Chicago. This, you will understand, was before the production of our most successful ad., and we used varying matter, always endeavoring to bring out the special feature of Wool Soap, which is to wash woolens without shrinking them. The now well-known ad. appeared first in a few of the magazines for July, being the same half-tone cut we are still using. Since then we have generally spread out and taken up a number of the leading magazines. These we run right along, and think they do good service, though it is well nigh impossible to trace results in this sort of general advertising. We are using daily papers quite largely, though only in certain localities where we desire to push sales. New York was the first field we took up in this way after Chicago. We are now, or have been recently, in the dailies in Chicago, New York, Boston, Brooklyn, Buffalo, Rochester, Pittsburg, Detroit, Milwaukee, St. Paul, Minneapolis, Duluth, Omaha, St. Joseph, Kansas City, Memphis, Nashville, Cincinnati, New Orleans and Norfolk. There may be a few other cities that do not now occur to me. We are also using about 500 small local papers in different sections, and we take these up as occasion requires.

"We are, of course, using various other methods of advertising. Here, in Chicago, we have painted signs scattered pretty generally over the city, and in New York we have lately put out a large poster - always of course using the picture of the babies. We are using tin signs, hangers, hand circulars, etc., and some time ago sent out a fancy bronze clock with our ad. on it. We also

did some sampling, and in connection with that distributed through retail grocers several million small sheets with our ad. in half-tone, like the quarter page used in the magazines. But we have stopped the sampling, as it did not seem very satisfactory. Please say also that our stock of clocks is exhausted."

I now asked Mr. Raworth if he had any objection to stating what he was spending, and how he regarded the success of his advertising thus far in building up a paying trade.

"We spent," he said, "nearly \$50,000 last year. This year we expect to spend more, probably about \$75,000, and are going at about that rate now. In regard to the way it is coming back, I may truthfully say that the results have far exceeded my anticipations. We are doing a very large business now, and it is only a matter of a few months when we will be on an absolutely paying basis; and, considering the rate at which we are spending for advertising, you can understand that that means a pretty large amount of business for a new concern, with an article that was practically unknown nine months ago. We think our advertising has been well handled, and although we have, of course, made some mistakes, they have not been many or costly. All of our periodical advertising has been done by Lord & Thomas, and we are pleased with their manner of handling it. Our business is well organized now, and we have established regular branch houses in New York and Boston. These have both been excellent fields for us, and the local dailies there have done us good service. We have gone into the trade papers to some extent where it seemed necessary, but are not inclined to extend this any."

HERBERT W. GROSER.

THE Chicago Record tells of a Mrs. Rowell's experience in buying canned goods at a fire sale. The labels of the cans had been destroyed by water, so that any question as to the nature of the contents was reduced to a matter of conjecture. Mrs. Rowell having read the advertisement of the sale, appeared on the scene early and was fortunate in securing several dozens of cans at the rate of four cents per can. The trouble, however, began with the opening of the cans; when she wanted peaches or pears for dessert, she invariably opened a can of string beans or peas, and, by the same token, no matter how much she might want two vegetables for dinner, she was absolutely certain to open two cans of fruit. If peas were wanted to embellish a leg of lamb, nothing could be found except plums and cherries. There was no help for it, and the family concluded to get as much fun out of the situation as possible; the element of uncertainty was novel, to say the least. Some enterprising grocer, with a mind for "sales," might profit by the suggestion.

#### CRUEL.

I sent Marie a valentine bedight with cupids small;

Across the back I wrote: "For one I love the best of all."

My valentine came back to me; alas my wasted pelf!

Wrote she, "The address indicates you meant this for yourself."

Subscribe for Art in Advertising, \$1.00 per year in advance.



#### SIXTY YEARS OF ADVERTISING

MR. LONG, OF THE JOSEPH DIXON CRUCIBLE COMPANY, TALKS OF THE ADVERTISING DONE BY HIS FIRM—HIS BRIGHT LETTER TO N. C. FOWLER, JR., AND THE EXPLANATION OF IT—HE

BELIEVES ADVERTISING IS LUCK-THEIR FIRST LITHOGRAPH-"DIXON'S

BROWNIES"-THEIR "SAMPLE" MAN-AN ORIGINAL SCHEME.

THE Jos. Dixon Crucible Co., of Jersey City, is historic. As advertisers they have been familiar for years in the magazines, to some extent in the newspapers, and especially in striking colored lithograph work.

I took the ferry at Cortlandt street one day last week, and after a short ride on a Jersey trolley, found myself before a beautiful and dignified structure of brick and terra cotta—the home office of the Dixon Company. I may remark in passing that this is undoubtedly one of the handsomest and best appointed buildings occupied as the general offices of a single concern in this country. I entered and found Mr. Long, the company's genial secretary, in his den. He greeted me cordially at the mention of ART IN ADVERTISING, and consented to tell me something about the history of the advertising done by his firm.

"It is generally presumed," I said, "that every large advertiser has some special theory on which he conducts his campaigns."

"Then we are an exception to that rule," responded Mr. Long, "for we have only a general plan. I got a letter from N. C. Fowler, Jr., about sixty days ago that enforced the leading question, 'How do you make your advertising pay?' so firmly, that I thought it worth replying to. Here is the letter I sent him."

[Copy.]

#### JOSEPH DIXON CRUCIBLE CO.

JERSEY CITY, N. J., November 16, 1895.

Dear Sir: We are in receipt of your letter of October  $_{3}$ r, with the question "How do you make your advertising pay?"

If you ask us to reply to the question, "How I got a good mess of fish," we would say that we chose a day that seemed favorable for fishing, went out to what was supposed to be pretty good fishing ground, sometimes sat at one end of the boat, and sometimes shifted around to the other end, spit on our bait occasionally, and angled for all that we were worth, and according to the light of our past experience whether to drop our bait pretty close to the bottom, or with a good clearance from the bottom, according to the ground, and the fish to catch. We also kept our eye on the old and well-known experts in fishing, and tried their kind of bait, and methods, and paid mighty little atten-

tion to the youngsters who were known to bring home big yarns and few fish.

It is very much after this manner, that we have made our advertising pay, only, it may not be just right to classify advertising under the head of fishing. It might hurt some people's feelings Nevertheless, we think it will be admitted that the attention of the public is certainty something to be caught and to that end we must equip ourselves accordingly. After our fish have been caught, they may be lost, stolen, or spoiled in the cooking, and we are then sans fish and sans dinner.

So after the attention of the public has been caught by an attractive advertisement, then there must be something to induce the public to come to you, or to educate the public up to the belief that you, and you only, have what they need. If the business is of the nature of that of the Dixon Company, then the advertisement must be not only attractive but worded with sense, reason, and solid truth. That is the method that we have tried to pursue, and while we may have made many errors, and mistakes in times, places, mediums and styles of advertisements, we have on all occasions stuck to the truth, and have stood ready to prove it with facts and testimonials.

The results have been dividends, and a surplus, and a largely increased plant and business.

Yours respectfully,

JOSEPH DIXON CRUCIBLE CO.

It struck me that Mr. Long's letter was a very bright bit of advertising correspondence, and, as it contains the boiled down wisdom of a concern that has spent something like half a million dollars in advertising, in a decade, I asked him to analyze it for me.

"What do you mean in plain words when you say you chose a good day for fishing?"

"I meant," said Mr. Long, "that when we had goods ready for the public that we believed the public could use, and good mediums were offered us at fair prices, we considered it a good day for fishing—otherwise a good day to place a contract."

"How do you explain your next figure of speech, that you 'went out to what was supposed to be a pretty good fishing ground?"

"The fishing grounds," answered Mr. Long, "are good mediums, covering the ground where we want to catch the fish, otherwise the area where we are looking for customers."

"What do you mean by 'you sometimes sat



THE FIRST LITHOGRAPHIC ADVERTISEMENT.

Printed in gray and black by the old firm of Sarony,
Major & Knapp.

in one end of the boat and sometimes in the other?"

"That naturally refers to changing the mediums we use. Shifting our territory, covering sometimes the West, then again the East; using one class of mediums and then another."

"How did you 'spit on your bait?"

"Now that is pretty hard to answer. The fisherman spits on his bait for luck. I believe advertising is to some extent a matter of luck, too. It's not a problem we attempt to analyze, or even guess at closely. We only know for ourselves that the results have been good. Every year the demand for our goods increases largely. We believe that if we should cease advertising our business would decrease. And right here comes in a curious thing. One of our products is crucibles for melting metals. We can say with truth we have scarcely advertised crucibles

a dollar's worth, yet our business in that line has increased enormously the past several years. I believe this is a striking instance of the indirect value of general advertising. Our firm style is the Joseph Dixon Crucible Company, under which we have advertised everything we make, and the constant repetition of the name with the word "crucible" in it seems to have a direct effect in building up our crucible trade."

"What did you mean by angling for all you are worth?"

"Simply that we use our very best judgment and care in the selection of mediums and push our advertising campaigns earnestly."

"What did you mean to imply when you speak of 'dropping your bait pretty close to the bottom, or with a good clearance from it?"

"That we use our best judgment according to the fish (trade) we are after, whether to fish high or low. If we are after the people with means or the poorer classes, we try to use, of course, the appropriate mediums. We would not, for instance, think of advertising Dixon's Stove Polish,

which is for common household consumption, in a law journal. That metaphor means, in a word, judgment in the selection of mediums."

"When I said that 'we also kept our eye on the old and well-known experts in fishing, and tried their kind of bait and methods, etc.,' I meant to imply that if we have goods similar to a competitor and find he is making a success of certain methods of advertising, we follow in his tracks, without of course stealing his methods in any way, shape or form. We think it is wise to be open to the influence and spirit of other men's methods.

"As regards form we have always been as original as we possibly could be, and I am under the impression that we were about the first firm in this country to adopt pictorial matter and 'cuts,' as they are called to-day, in our ads."

"That is a remarkable statement—how far back do you go?"

"Well, in the year 1859, the then leading firm of lithographers in the United States, Sarony, Major & Knapp, of New York City, made for us a lithograph in gray and black, which we had framed in a narrow gold molding and sent out to hang up in stores. The design was a negro 'Auntie,' polishing off a naked youngster with Dixon's Stove Polish. That we think was the first lithographic advertisement ever used. We began using cuts when we began advertising in the magazines, and that was when the magazines began publication. In a word, we are one of the very first—the original—general advertisers in this country.

"Our 'round-heads,' those comical children known all over the country as 'Dixon's brownies,' were adopted in a curious way through Mr. Chichester, of the Century. He used to send over return postal cards asking about our advertising, and we had a clever young man in the office who sometimes ornamented the 'return' with a 'brownie' caricature. One day Mr. Chichester remarked, 'Why, this would be a great advertising idea.' So our young man fixed up a quarter page for the next issue of the Century, and it took first rate. That young man, Mr. R. Van Dien, now the chief clerk in our office. has made about five hundred designs since that time, for our ads. We have continued the 'round heads,' which have come to be known generally as 'brownies,' in our magazine ads., ever since, and they are running to-day. They must be good, because they have been widely copied."

"Along what lines do you think money best spent, Mr. Long?"

"My general belief is that any large amount of money to be expended in advertising should be divided between the newspapers, the magazines and outdoor spaces, in the shape of attractive signs in cars and in posters. We have used all these, and I can hardly say we can give one the preference over the other. Of course we go into detail also and are constantly sending out blotters and calendars with the comic designs of Mr. Van Dien. His undeveloped but genuine talent has served us to great purpose in the announcements that our traveling salesmen send out to herald their coming. A common postal card would create no comment—our designs do. Other houses in the hardware line have copied them, and they have been good advertising for us in a general sense, too.

"You will notice that we use a fac-simile of



R. VAN DIEN.
He originated the "Dixon Brownies."

our lead pencil, constantly. It appears in all our ads, and on our catalogues and stationery. Our envelopes for years have had a pencil running through them—always a striking thing. I might add, 'pointed,' too, as the pencil is represented as always ready for use. This is realism that attracts, as I believe all realistic advertising does, if it is well executed."

"When did the house really make a beginning of advertising?"

"I made a special inquiry into this about five years ago," said Mr. Long. "Among other sources of information, a nephew of Mr. Joseph Dixon, who established the business in 1827, sent us some original ads. of Dixon's lead pencils which were inserted in the Salem, Mass., Register, in 1834. That was the first lead pencil made in the Western Hemisphere, and, as far as I can find out, the first advertising done by what is now the Joseph Dixon Crucible Company. Joseph Dixon's name always having been at the head of the firm.

"Joseph Dixon was a genius--the Edison of his period. He may be credited with having been largely, if not originally, instrumental in introducing photography and lithography into this country, although others got the fame of it.

"I have no record of anything we did in the '40's, but taking the next decade, the '50's, we found a cut lately of our factory which appeared in an ad. in the Jersey City Directory for 1854. This we are using on a circular we are now getting out. Then there was the old lithograph I referred to, in 1859. That is proof we were doing some advertising before the war.

"Though I am misty on some points, I know

positively we exhibited every year at the American Institute Fair, which began in 1839, and it is a matter of our history as a manufacturing concern that we took the first medals at the Massachusetts Mechanical Association in Boston in 1839 and at the Franklin Institute in Philadelphia in 1848. In 1870 we began making lead pencils again, which we had stopped for several years. In 1871 we began advertising the Dixon Graphite pencil, and the returns began to come in the following year, slowly enough at first.

"One of our first practical advertising ventures was the sending out of a young man who traveled the entire country with samples of the pencils and a descriptive circular. The samples were of the two kinds most generally used—the softmedium and medium grades. The method was simply to enter banks and insurance offices, lay the samples down and walk out. We kept that man traveling three years. We have always given away a great many lead pencils as samples every year. Last year we gave away over 200 gross. It is not the most expensive advertising in the world and it is very convincing.

"When we first placed the Dixon Graphite pencil on the market, some twenty-five years ago, we were told by the leading stationers of the country that we simply had 'no show;' that we could not hope to introduce such a thing as a

lead pencil, common article though it was, under an American label. Faber had complete control of the market then, but we were there to stay. We discarded all the old time traditions to the last detail, offering new designs and adopting an entirely new system of designating grades. We got our Americanism up. We adopted the word American as part of our trade mark, and from thenceforth bragged a good deal in our advertising, which we kept up persistently, about American labor, American enterprise, American capital and American brains. That pencil is now an American institution. We made thirty millions of them last year.

"One of the most original ideas we ever exploited was the bringing of a schooner load of oranges from Florida, where our cedar mills are, in 1880. Each orange was wrapped in tissue paper which read: 'This orange was grown in Florida where the cedar is cut for Dixon's Graphite Pencils.' They were large fine oranges of the choicest kind. We packed a good many of them in baskets holding half a dozen each and sent a basket to the President, Cabinet members, the generals of the army, big newspaper men and other great Americans. I do not believe any better advertising was ever done, judging from the large number of complimentary letters and press notices received."

ARTHUR CHASE.



OUBTLESS there are reasons for the fact that all the great retail dry-goods houses in Broadway arewith a single exception, on the west side of the street. It can hardly be that their location on the west side is merely the result of chance or coincidence, for the great establishments of the same class in Sixth avenue are also on the west side of the street. In other cities the same thing may be observed. Nearly all great retail establishments front eastward, rarely to the west, and still less frequently to the north. What is the reason? Can it be due to superstition of trade, or is it the result of some more practical consideration? The most likely explanation is that merchants prefer stores fronting eastward on account of the better light thus obtainable.

"It is my observation," remarked a veteran merchant, "that women do the more important part of their buying before noonday. They seldom purchase but trifles or unimportant articles after noon. Costly dresses, wraps and luxurious fabrics are sold for the most part in the forenoon.

Hence an easterly light is not only desirable, but almost indispensable. The dealer who builds on the west side of the way has an eye to the morning sunshine and to business.—New York Herald.

THE leather chest protectors, or aprons, worn by horses are sometimes used for advertising purposes, and, indeed, offer peculiar advantages to the advertiser in the way of space and position. But in utilizing this particular medium, it is well to see that the advertisement and the team harmonize. Two half-fed and altogether forlorn-looking horses, wearing on their respective bony fronts the Quaker Oats sign, are not an inspiring sight, nor one calculated to whet the public's appetite for oats.



Y remarks last month on window shows for advertising purposes have brought many interesting letters, to say nothing of countless suggestions. There seems a perfect unanimity among my correspondents regarding the value of the idea and they are also agreed that no matter how effective the window may be arranged, nothing will give it a tenth of the pulling qualities that can be secured by the introduction of a real live person, in some capacity. It doesn't seem to be much difference whether the person introduced is old or young, black or white, homely or pretty. Apropos of this subject a writer in the New York Sun has this to say:

The second-story window as a means of advertising is used in a variety of ways, the most common being for some sort of exhibition of athletic or sporting goods. It is the outgrowth, without doubt, of the custom of putting cigar and cigarette makers, candy pullers, and pancake bakers in the front windows of ground-floor shops to attract the attention of passers-by. If such schemes worked well for the side of the street nearest the shop, the second story ought to attract the notice of those across the street. If you have ever seen such a show you must have noticed how well it worked. The crowd is never jammed up against the window obstructing the street in front of the store.

It is unquestionably a fact that some businesses lend themselves more readily to this form of advertising than others:

The sporting goods men are able to make more of the second-story show window than men in other businesses because their advertising arrangements are not studies in still life. A man or boy working a chest-weight or a rowing machine or punching a bag will attract attention much quicker and hold it much longer than a stream of water passing over a water-wheel and running through a filter.

A good many men use the second-story window for display of their goods, particularly along the lines of the elevated roads, but such displays cannot compare in success with the schemes of advertisers who employ men in their shows. It is the action which catches the eye and attracts attention. In lower Fifth avenue there is a very elaborate display of old furniture and antiques in a second-story window, but you may stand in front of that store all day and not see a dozen persons stop to look at the exhibition. Put a man in that window, however, and set him to punching a bag, and there will be a crowd across the street which will require the attention of the police.

In Broadway, a few blocks below Thirtieth street, there is one of these exhibitions of athletic goods in the second story. A muscular, well-built man in a gymnasium suit punches a bag, works chest weights, and tries a rowing machine. The result is that the afternoon promenade is seriously interrupted. A sporting goods house in Broadway, opposite where the Hale statue now stands in City Hall Park, used to have a man stand in the window and punch a bag just at the time when the crowds were passing through the park going home. It always kept a park policeman busy moving on those who stopped to see the show. The master advertiser's show was located in Broadway, opposite an uptown hotel. He employed two girls, who used to climb up on a platform just the height of the window, and exercise with chest weights. They wore short skirts and jerseys. They took turns at the work, alternating with a very fat little boy and a very athleticlooking young man. This show always collected a crowd in front of the hotel, but when there were added to the exhibition a piano player and a man who sat in the window and caught tin fishes out of a pail, the crowds got to be such a nuisance that the hotel men invoked the city ordinance which prescribes such that shows are nuisances. Then there was a compromise, and the show was toned

WE would esteem it a favor if our subscribers who may have had experience in this sort of thing would send us a short account of their work. We also like to hear from those among our readers who have lively imaginations and who can think out things that are worth considering.

It is a very rare thing after all to encounter a man who possesses what you might term the real genuine advertising instinct. In all successful advertisers there is a certain faculty brought into play which is there naturally. It doesn't seem to be anything that can be acquired; it can be developed, but a developed case can be detected from the natural case as readily as you can tell a chromo from an oil painting. As a rule, the publishers ought to be the best judges of advertis-They keep men constantly before the public acquainting them with the merits of their publications, and are supposed to know a hawk from a handsaw. But I beg pardon. This is a ridiculous observation. The readers of this magazine are doubtless aware by this time of the awful ignorance of the average publisher on all matters pertaining to his own business. Our own editor never heard of Printers' Ink until very recently, and didn't know that such a firm as Geo. P. Rowell & Co. existed. The same gifted person takes a savage delight in abusing the designing work turned out by our own Art Department. This usually creates a feeling of hilarity toward us on the part of the customer and makes the salesman simply delirious with joy. On one occasion four years ago, the editor brought the paper out on time. [It was when the president and business manager of the concern were taking a vacation. - Ed. ] When this startling situation became manifest, the excitement in the office was so intense that all hands solemnly swore that it would never occur again [Whereupon the president and business manager were recalled. - Ed.], and it never has. And what's more, it never will.

But we digress. We started out to say that the divine instinct of advertising was a rare talent. It is very hard to frame an advertisement that is startling and convincing at the same time. Bonner used to do it. Curtis does it right along, and the elder Bennett was a past master in the art. The late Roswell Smith did the act very cleverly in the early days of the Century, and that down East Yankee Gannett seems to know

his book; so does Hallock, of Kellog's lists. McClure is a clumsy advertiser, but his announcements are so interesting, as a rule, that he gets there by sheer force of merit. His stuff appeals to such a wide audience that I doubt whether mere style would help much. As an example of advertising that wins by reason of its own inherent interest, this might go as exhibit No. 1. It is chestnutty beyond compare, and is hideously stuck together. If he had to advertise Godey's or Scribner's, God help him. Munsey doesn't give up much to his contemporaries, preferring to hold the center of the stage all by himself on a circular. But occasionally he comes out, as he did in December, and there was no doubt that his announcement, that no more than a certain stipulated edition would be printed, was effective. I knew one man who was so badly frightened at the prospect of getting left that he bought all the copies his newsdealer had. The Black Cat's space is also creditably filled.

WHY Munsey, who is uncommonly shrewd, should resort to circulars for his own advertising is another of these unfathomable mysteries. Munsey employs an expensive staff of clever young fellows to combat the circular scheme as applied to other men's business, and ought to show his own faith in publication advertising as against circulars. One expects such chumpy conduct from the average publisher, but not from a publisher who is able to make a good living out of the business.

IT has, long ago, become apparent that the way to win a publisher is to print his mug, say a lot of ridiculously flattering things about him, and then sell him some copies. leading exponent in this art of blackmail-witha-glad-hand is, undoubtedly, our esteemed contemporary, the First Mistake. At the same time we must admit that many of the portraits that are published there possess more or less interest aside from the revenue. If it does a man any good to see himself leering horribly at the whole world from a trade paper it certainly doesn't do any one else any particular harm. Besides, we never should realize what brilliant men were in our midst but for these glowing biographies at so much a line. So let the good cause go on. Frank Disaster, who used to be with

Brannigan on the First Mistake, is working the same racket with the Newspaper Fakir. The latter doesn't seem to be doing very well. The combination certainly worked well at first, and it is a pity the partnership was ever broken. They ought to get together again.

I was much surprised the other evening to run across a familiar, but, alas ! fast disappearing figure in the advertising world in the person of H. H. Warner, formerly of Rochester. Warner looked in first-class shape, physically, but there is a great difference between his manner to-day and his manner as we remember him eight orten years ago. It is not the same Warner by any means. His mustache and imperial are snow white. His clothes are not of the latest He has no longer the hosts of friends and admirers trooping after him, ready to do his beck and call. Not much! Warner is broke. In short, there is none so poor as to do him reverence. Why the world should be so callous and stupid, the dear God only knows. made two enormous fortunes. He added substantially to the pile of many an advertising man living in luxury to-day. It is a pity of pities that so brilliant a man should have fallen upon such evil days. He deserved a better fate. Ten years ago H. H. Warner was the foremost citizen of Rochester. He became more or less known throughout the country by reason of his celebrated observatory, which he erected near his house. It contained what was then the largest and finest telescope in the world. Scientific men the world over became acquainted with the fame of its accomplishments, and it looked at one time as if Warner would retire crowned with laurel and bays. There seemed every prospect that his name would be linked with those other generous citizens who have parted with large sums to advance the cause of science.

But it was not to be. Warner made investment after investment which turned out absolute failures. His Rochester business, which is still in good running order, was sold to an English syndicate. Much of his wealth was squandered in salted gold mines. Mr. Warner must be well on toward sixty. It is too much to expect that he will ever retrieve his fallen fortunes at this late day, but such a thing is not impossible. There are many men in this world who have made worse use of their money than Warner did of his, and the probabilities are that if he had been a less prodigal spender he wouldn't be where he is to-day.

THERE is a splendid opening in Chicago for a special agent to represent a list of religious papers. No hustler need apply. All that is wanted is a gentleman, in the truest and best sense of the word.

My observations in these columns, touching the importance of quoting prices in local ads. whenever practical, seem to be meeting with favor in quarters heretofore considered too conservative for that sort of thing. The celebrated firm of W. & J. Sloane, of New York, whose announcements have always bristled with glittering generalities and nothing more, now appear with exact information concerning size, quality and price of the goods they offer on that particular day. This is a radical departure for the Sloanes, and doubtless was not decided upon until a careful discussion of the subject from every point of view. In all probability the argument that had most weight was the fact that these fake Armenians who get up bogus auction sales were able to do quite a respectable business in spite of the dubious surroundings which environ an undertaking of this kind. The people the Sloanes are after are the people who want Oriental rugs and have the money to pay for them. Sloanes' regular every day prices being lower for a rug that you do want, than the fake auction price for a rug that you don't want, it was quite natural to suppose that when the fact was known the result would justify the less conservative policy. When the experiment is further along I shall address a note to the firm and ascertain if the new method is an improvement on the old. I think it is.

\* \* \*

I NOTICE by the papers that a dinner was given to Mr. Dana at the Lotus Club last month, and at the table reserved for the more distinguished guests I saw the name of Robert Bridges. There wasn't anything particularly remarkable about that, though Bridges is still a very young man, and nothing but his genuine merit would have secured him a seat among such men as St.

Clair McKelway, Mr. Depew, Gen. Horace Porter and others of that ilk.

The thought occurred to me then, and the point I wish to make is this. Do young men of the stamp of Bridges fully appreciate the wonderful possibilities of a career that is so brilliant already? Or are they apt to sacrifice the future for the glories of the present? Bridges has shown us that he is capable of much better work than he usually performs. Some of his admirers go further and claim that he has in him the making of an essayist who would rival any of the modern writers. It is perhaps too soon to look for another Macaulay. But we have reason to expect, from a writer who has alerady revealed so much charm and beauty, work of a still higher and loftier nature Reviews written over coffee and rolls will never pass into the Little Classics.

THE Pettingills, of Boston and New York, I notice, have bought out the S. R. Niles agency. It's astonishing how this old firm has been rehabilitated within the past few years. Homer W. Hedge, who has charge of the New York office, is making a splendid record for himself here, and has created a business that makes a valuable adjunct to the Boston office. Mr. Hedge brings into play a pleasing personality, a wonderful faculty for creating new ideas and indomitable energy.

Comparisons are odious, but it would be an interesting thing to know for sure which one of the agencies really does the most business. They all claim it, but none of them is willing to show its hand. Pettingill gets Walter Baker and Regal Shoe with this deal and that ought to send them up somewhat.

THEY say that Thomas & Wylie are soon going to become part of the American Lithographic Company. What the Trust needs is not so much plant as a little more business.

It is interesting in these days of nickel and dime magazines, which claim, with more or less accuracy, such enormous circulation, to note instances of how well some of the old-time standbys of high price serve an advertiser in the way of returns. The following letter speaks for itself, and is interesting, not only because of

the story it tells so plainly, but also as a rathepart of an advertiser:
[Copy.]
OFFICE, 3 STATE ST., BOSTON, MASS. 1
January 7, 1896. rare instance of frankness of expression on the

GENTLEMEN: You may draw on us at sight, on the 15th, for the amount of your bill, and we will accept the same with pleasure.

The advertisement which we placed in the Christmas Century has brought us over \$1,000 worth of orders, and we have been crippled in order to send and ship promptly the large amount of business your magazine has brought us. We shall surely avail ourselves in future of opportunities to use such an excellent advertising medium.

Thanking you for your kindness in giving us a good posi-Yours truly, tion, we remain,

WALNUT RIDGE FARMS, (Signed)

ROBERT KENT JAMES, Treas.

Here is the ad. which produced the returns:



A FIRM of English tea merchants, so it is siad, adopted recently the somewhat novel idea of retaining the services of a staff of doctors and of giving to each purchaser of a pound of tea a coupon which entitled the holder to free medical advice and a bottle of medicine. The Medical Council, it is almost needless to add, is doing its best to sit down hard on the little scheme.

THE queerest failure in Maine for years was that of B. B. Douglas, of Bowdoinham, who lives four miles from a village, on a country road, and yet managed to go up for \$30,000. This unique merchant's stock in trade ranged from farms to Johnson's Anodyne liniment, and from pins to mowing machines, dry goods, clothing, boots and shoes, grain, flour, groceries, crockery, cigars and tobacco, harness, and in fact anything and everything which can be sold or bartered. He sold for a very small profit, and gradually worked up a large trade, people coming from far and near to trade with him. People have been known to journey twenty miles to buy groceries of Douglas at his farm store. - Boston Herald.

#### ADVERTISING HATS.

A TALK WITH COLONEL KNOX, THE WORLD RENOWNED HATTER.

York City," said E. M. Knox, who is the head of the second generation of hatters bearing that name, "for which I pay Strauss about three hundred dollars a month. He is the king of the program business in this country. I pay Town Topics five hundred dollars a year, The Illustrated American nine hundred dollars a year, Puck, Judge and Life in proportion, in fact about the same amount.

"The idea of your saying you don't often see my ad! That's complimentary. Why, I print these over at my factory in twenty thousand lots," handing me a handsome thirty page fashion book in five colors, also a lithographed booklet of ladies' styles,-"I could, and do, keep a big business in advertising matter, on my own facilities alone. I make all my own fashion plates, as is well known to the trade, do all my own printing, plain and in colors. I have a complete lithographing establishment over there, with five Gordon presses and a Fowler rolling press that cost me thirty-seven hundred dollars. As you see, my printing is of the finest kind, as the standard of my trade requires. I used to go on the L road. Paid them one hundred and seventy-five dollars a month. It was no good. I'm in Vogue every other week. Our name is so old and so commonly known in this country that people don't specially think of it when they see it-so I have to keep the public stirred up all the time. I don't stay long in one spot. Believe in shifting around a good deal. I think my advertising bills this year will go over sixty thousand dollars; and you say you don't see my ad! I call that rough. I take the New York dailies twice a year each season. It's a very expensive matter advertising in dailies now. But how some of them have improved--the old ones especially! Look at the Post, what a magnificent editorial page it has now! Then there are the Hebrew papers-excellent, one and all. There are the Leader, the Standard, the Messenger. There is not a finer trade in the world than the Hebrew trade in New York City. They always want the best and always pay their bills.

"I'm in the Brooklyn theater programs a good bit too. I advertise occasionally in the Brooklyn Eagle. I use college papers, society papers, - all the prominent fair and charity entertainment programs. I spend six thousand dollars a year for such things. I have the back-cover page of the American Hatter. Pay six hundred dollars a year for that. I pay four hundred a year for that" (upper right-hand corner-four inches-front page of the Beston Commercial, the financial paper of Boston). "Two hundred and fifty dollars for that " (three inches same position in Jewish Messenger) "and so Here's a pile of theater programs. You see my ad., don't you? I change the matter every two or three weeks, and pay for the very best positions. I had the Opera and Abbey's last year, and I dropped them. I noticed, from personal observation, the ladies wouldn't touch the play-bill. It soils their gloves.

"It's a standing maxim of mine that no man can get along in business nowadays without advertising. I also do it to help along my agents through the country. There are about eight hundred hatters who buy *Knox* hats regularly in the United States. Have you ever seen our factory? We are turning out just now between three hundred and four hundred dozen straw hats a week, and we're not running full time either. I turn out fifty dozen of hat boxes over there every day the year around. It's the only factory in the world that can take an order for five hundred dozen hats during the week and deliver them Saturday night.

"I have a great gas plant that gives me 400,000 feet of gas a month, and yet you say we don't advertise. Why, I'm infatuated with advertising. I think it's the cheapest expense a man can have in his business. I don't weigh every dollar I spend for it, as some people do. My pocket is open when the medium is anything I think well of, and I decide instantly.

"I give away four or five hundred hats a year, and I suppose I get a great deal of advertising out of it. But I don't do it for notoriety.

"Look at the way Rock, the millionaire tailor, worked it in about that suit of clothes for the

Duke of Marlborough. He's the richest tailor in New York,—got more money than any of them,—and never advertised a line in his life that he paid for—yet the fact that he made the Duke of Marlborough's wedding suit is known all over two continents. I, who spend fifty to sixty thousand dollars a year for advertising, never get a line of this kind. Why? I can't afford to cater to it. We make the finest line of swell hats for ladies in the world. Our private orders are from the very cream of society, and nobody outside of that trade knows anything about it. We cannot afford to have it known. It is a select custom, and can only be kept select by never alluding to it in the newspapers.

"Advertising and notoriety are two things. The former is legitimate every time. The latter often, and I think in fact usually, is not. advertise ladies' hats, and do extensively, but if I attempted to exploit any best customers, I would soon lose them. Some people can do it, and do it successfully, but Knox cannot. Then I think it's only what the French call a success d'estime with any of them. Society people cannot afford to let their tailor, hatmaker and haberdasher advertise them. The fact of the patronage of such and such a distinguished society leader can be turned to great advantage,-but it must be done very carefully, as though it came out of itself, and not through public outcry.

"Take the Opera Hat for gentlemen, for instance. I brought its manufacture to this country from Italy at the close of the war, and it was quietly taken up by some leaders of fashion, who soon established the trade. I didn't spend a dollar in advertising it, even to the trade, till it had become a recognized thing among the fashionables. If I had done so, fashionable people would not have worn it. It didn't come from Paris, as is generally supposed. It is an Italian production. The first ones worn in this country were made by three workmen whom I imported from Milan, Italy.

A rude and tactless clerk will undo in a minute all that a tactful employer had done in months. If you can get a man with tact for \$1.4 per week, and one without for \$8, pay the difference, for the value of this quality is immeasurably more than \$6 per week.—Grocery World.

Subscribe for ART IN ADVERTISING, \$1.00 per year in advance.

#### A NEW IDEA IN ADVERTISING.

By Joel Benton.

THERE seems to be no end to new magazines, unique and otherwise, but one which is soon to issue from Springfield, Mass., has an unconventional autonomy of its own that may, perhaps, bear a brief mention. To say that it is the idea or ideas of Will H. Bradley, the artist of poster fame that will be put in concrete form, is to incite some curiosity in the business world, as well as in the world literary.

Mr. Bradley is, in fact, according to the Springfield Republican, to put his influence all over it with unequal versatility. He will set up the first number himself, and will have a personal hand in every department. There is to be a limited de luxe autograph signed edition of fifty only, bound in vellum and stamped in gold, and containing a Bradley poster, engraved on wood and printed on India paper. It is also among other features that it will have to be multi-colored on each page. Certain little fancies, including the Dandelion Trademark and its name, "Will H. Bradley, HIS BOOK," and the name of Wayside Press for its point of issue, a la William Morris, of the Kelmscott Press, are interesting incidents to be noticed, but one more interesting, in a business way, is the statement that the financial success of the venture is already assured by advertising contracts. And now comes the point toward which all that precedes is the necessary introduction. It will have advertisements, as I have already said, but they are to be original, and arranged artistically, the publisher refusing to follow conventional standards. One can see that this means not only a great deal for the beauty of the magazine, but great effectiveness also in the advertisements themselves. Here are advertising pages to be looked after as much as art work and literature; and they are to beart work. The Top-of-Column fiend cannot, and need not, apply his pestering vocation here, nor can one advertisement color kill another. The reader-well, he must read them all or miss a treat; they must eventually be bound in with it, and go down sounding, as long as books last, the praise of soaps, baking powders, etc., to coming generations.

And why isn't all this a good idea?

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#### COUNTRY WEEKLIES AND THE "PATENT INSIDE."

#### A TALK WITH MR. BEALS OF THE ATLANTIC COAST LISTS.

R. JAMES H. BEALS, as the president of the company controlling that list of newspapers, now numbering over 1,500, and well known for several years as the Atlantic Coast Lists, is one of the largest dealers in rural circulations in this country. As an authority on the rural weekly, I sought him in his office the other day for a little general information.

"There are lots of advertisers," said Mr. Beals in response to a leading question, "who think when they have taken up the dailies and the magazines they have covered the field. Now, there are comparatively few of the several millions of readers of the papers included in the Atlantic Coast Lists, who are reached by such mediums. There are thousands of country homes in which the Century, the Cosmopolitan, or even the Ladies' Home Journal, is an entire stranger. Still, there are a good many general advertisers, a larger percentage than we would like to admit, in fact, who do not seem to appreciate the value of the rural weekly as we would like to have them."

"Don't you think that is largely owing to the feeling that the country people are not the prosperous classes of buyers," I asked.

"It undoubtedly is so," responded Mr. Beals, 'but that feeling rests on a false bottom. The country people have the ready money, and they are most liberal in spending their money. The farmer gets hard cash for his crops and the majority of them live pretty well up to their income. Then there is a generally prevailing notion that all country people are farmers. There are a good many prosperous factories in country districts, a good many prosperous storekeepers, a good many well-to-do retired people.

"It is a class of people not so sharpwitted as the dwellers in cities, but better supplied with the comforts of life. Then they are far more progressive than those who have no time to look generally suppose. Their local papers prove this statement. The country weekly is improving year by year. It is an entirely different sort of publication from what it was twenty or even ten years ago, when it had to 'set up' all its own matter. It used to come out in those days, a small sheet printed in large type in order to save expense of composition, and sorry stuff a good deal of the matter was, too.

"To-day the rural newspaper gets the excellent service of the newspaper unions, which is really better, and acknowledged to be so, among good critics of journalism, than much of the original matter a good many of the local dailies give their readers. This service is edited by metropolitan brains in metropolitan workshops. The publisher of the most insignificant country paper can have any class of matter he wants. even to the best short stories by the most noted writers. The best news service is invariably a little late when it reaches the farmhouse, it is true, but better edited, because there are generally twenty-four hours longer in which to judge its value at the metropolitan end of the line than when it appears, hot from the wires, in the dailies of the great cities. The palpable result is, that a large majority of the country weeklies that appeared as a six or seven column folio ten years ago, now issue a six or seven column quarto, just double the size, and filled with a class of matter the wildest dreams of a country newspaper proprietor, at that period, would not have conceived possible.

"The country weekly is thus almost as much an illustration of the general march of civilization as the metropolitan daily itself. And here is another opinion. I believe it is a fair statement that but for the improved and constantly improving service of the unions many of the smallest weeklies would decay and finally suspend entirely, whereas under these conditions they are constantly growing in patronage and influence. To come down to details, in everyone of the sections we cover, and I believe for that matter in every section, however remote, of this great country, there is an eager demand for what is going on in the outside world. The country editor is obliged to cater to this demand constantly through his press service of matter

and illustrations. The latter is quite a new feature comparatively speaking. Ten years ago, or less, there were no cuts in the country newspapers. Now, the features of every great man and every man of the hour are as familiar in every country cross-roads and farmhouse as to the dwellers on Fifth avenue. The 'patent inside 'has grown to be a practical necessity, and is of the greatest educational value. The service is educating both the reader (the subscriber) in a general sense, and the editor, by constantly broadening his knowledge and views of journalism all the time. Matter must be fresh and up to date, and of uniform quality, or the subscriber notes it and goes for the editor. So the improvement is sustained and progressive.

"Let me give you an instance or two of the way we have to work to maintain this standard. We furnish the Talmage sermon to close on to one thousand papers weekly. That sermon has to be in this office before it is preached, and reaches its furtherest reader shortly after it is delivered. Take the recent message of the President to Congress on the Venezuelan question. Every paper carrying our news service, that we print and ship on Wednesday, got that message the day it was delivered-as soon as many of the local dailies printed it. It costs, of course, much less in proportion to supply ordinary reading matter than pure news. But one of the best evidences of the progressiveness of the country weekly is the fact that the demand for our news service is always on the lively increase.

"Some of the very best things in current literature appear in these country 'insides.' We have advance sheets from the Century, and all the leading magazines and weeklies that we use liberally. When Lord Tennyson's latest poem was cabled across the Atlantic, the dweller in 'Confederit X Roads' read it in twenty-four hours to three days after the New York Herald printed it.

"The best matter obtainable nowadays goes into the country weekly, and this is beginning to make a great impression on the general advertiser. I am happy to say he seems at last to begin to regard it as a question to some extent of quality whereas heretofore it has been almost wholly a question of quantity of circulation."

W. F. HENDERSON.

### FROM AN ADVERTISING MANAGER.

PRINTED RATES - AND UNPRINTED.

ACARD of rates for advertising space is, in many cases, little more than a joke. All papers have them. Few adhere to them. This is a fact so well known that an estimate for advertising usually has a proviso in reference to possibilities in rate-smashing.

A rate card, to a tyro, is a formidable affair. The preparation of rate cards is often curious. I have in mind a newspaper man—proprietor of a suburban publication. He had been conduct ing business on lines poorly laid by his predecessor. He was a capable editor, but an indifferent business man. The subject of a new rate card was finally forced upon him. He took a short cut out of his difficulty by borrowing, bodily, a bulky mass of figures used by a contemporary and supposed to designate proper value for space.

My experience has shown that a rate card is like human nature. Its possibilities for rigidity, for backsliding, for anything in fact, depends largely upon your ability to secure.

Occasionally I meet representatives of papers that have the circulation and influence calculated to make them worth, as advertising mediums, all that the rate card calls for. Inwardly, the positiveness in such cases, in sticking to the printed rates, is pleasing. To my mind, a price for advertising space should first be prepared upon much the same plan as money is invested. So much for it, is necessary; so much additional, is regular profit; so much more is for the special features in connection with it—either large and general circulation, or small, but select, etc.

Copying rates is common—and often absurd. Advertisers that derive great benefit from certain publications would almost receive injury by using others.

About the only explanation given for stiff card rates is, that some people pay the stiff rates, without question, and if not, they feel better satisfied that a bargain has been secured if they get a "special rate."

The ultimate result is detrimental to the paper's interests.



#### THINGS WELL DONE.



FROM AN IVERS & POND PIANO ADVERTISEMENT.

N. W. AYER & SON are sending to their customers a large counting-house calendar, which is sure to be appreciated, because very practical.

FROM THE BIRMINGHAM BUSINESS COLLEGE, we have received a bright booklet, entitled "lnk Drops." It is very well prepared, and convincing in tone.

THE BARBOUR LINEN THREAD COMPANY adapts its well-known pretty girl to calendar purposes with very fetching effect. The figure is cut out and reproduced in color.

THE 1896 calendar issued by Mast, Crowell & Kirkpatrick is a very handsome four-paneled affair in colors.

FROM the Wiscensin Agriculturist one can always look for something unusually pretty in

the way of a holiday souvenir. This year it is a dainty bit of lithographed work with a little thermometer inserted. They have also a beautiful calendar.

THE Medical Record (William Wood & Co.) sends to its friends a neat memorandum book.

BURPEE'S Farm Annual for 1896 rejoices in a very pretty cover, printed in ten colors. There is also a colored supplement showing some of the newest of the famous Burpee Sweet Peas. The Annual contains almost 200 pages of matter, including a great many illustrations, and an account of Fordhook—the model seed farm. The price of the book is ten cents, but it will be mailed free to any planter who writes (mentioning this paper) to W. Atlee Burpee & Co., Philadelphia.

THE BALTIMORE ENGRAVING COMPANY is responsible for a neat cover design made for the Southern Tobacco Journal. Three colors are used—buff, brown and green—the combination being somewhat suggestive of the natural tobacco tints.

THE Simonds saws and knives are being exploited by means of a three-color poster, a la Bradley. The effect is quite good and sufficiently striking. This company is indefatigable in its advertising.

A POSTER which can be seen with your eyes shut has been issued by the McPhail Piano Company, of Boston. The poster is not as good as the piano which it represents, but it is vigorous, both in drawing and color, and if you don't object to crude reds, greens and yellows, you will like it.

From the J. C. Blair Company, of Huntingdon, Pa., comes a package of advertising matter, including blotters, calendars, cards, etc. One device, which is rather bright, if not altogether new, is the tiny envelope containing a sample steel pen, and attached to a card bearing the request that we give said pen a trial. We are doing so, and are prepared to say, after writing the above lines with it, that it is a very good pen indeed.

Dry as a bone

She is now--but will she be? for she may shrink or the ocean swell.

The lumber in our Inside Finish is perfectly dry and will not shrink or swell.





SOME WESTERN STREET-CAR SIGNS.

An unusually attractive catalogue is that issued by A. C. Yates, of Philadelphia, and entitled "Evening Dress". The cover is in blue and white; the half-tone illustrations printed against a rich yellow background.

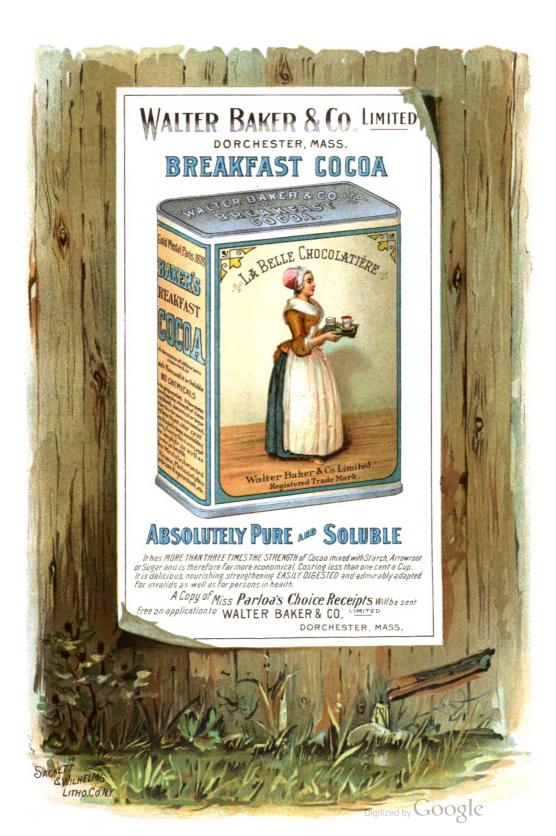
A series of folders bas been issued by Powers & Mayer, jewelers, of Maiden lane, New York, to advertise their specialties in rings. Some of

the cover designs are very good, being printed in two colors.

A NUMBER of "Good Things" have been received too late for mention in this number of ART IN ADVERTISING; they will be held over until next month.

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